**Professional Business Plan**

**1. Business Name**

You need a name for your business. It is advisable that you use a commercial name with close relation to your field. Do not make too difficult business to say. Make it great but easy to remember. Choosing the right name will be the first critical step on your business plan.

**2. Mission**

When you already have a name, and you understand your business field, you should define the mission. Goals and targets will be the best way to explain your mission. It is fine to have numbers of goals and targets. Make sure they are factual and realistic.

**3. Business and Management Team Introduction**

It defines on how you will run and develop the business. Your plan reader should know well your business detail and management team too. Explain the entire economic situation of your environment and how your business will work among. Give clear description on your management team professional background and skills as well.

**4. Product and Marketing Plan Elaboration**

Explain your product or service in detail, the material, offer, marketing target, current trend, specialty, price, and all other details. Then, you should complete your business plan with marketing assessment. How you will promote and sell it, and if you have excellent customer service as well.

**5. Financial Strategy Illustration**

This is often the most crucial part. Let people know the money in and out on your business. Prediction on loss and profit, risks and the solution, and several other financial decisions will be needed here. People will need numbers and you need to be keen on ratios.

**6. Executive Summary**

Commonly, a business plan is a long document. Make sure that you provide summary in the back so your readers can catch up on the very essence of your plan and recognize the potency.

**7. Use Documents**

Charts, graphs, and other documents like that will be very helpful in illustrating your business plan. People, especially investors, like it too. It is faster to read. So, provide whenever it is possible. It will be great to complete a long explanation.