**BUSINESS PLAN**

The main elements of a Business Plan are:

1. Executive Summary
2. Business Description
3. Marketing Plan
4. Management and Operations Plan
5. Financial Plan
6. Supporting Documents (Attachments)

The department’s regulations on self-employment state that the following items be included in the business plan. These components fall under the respective elements of the business plan stated above:

1. A description of the proposed small business and the products or services to be provided. (Business Description).
2. The form of business organization. (Business Description).
3. A detailed market analysis, including identification of potential customers, the geographic area in which the business will provide products or services, and potential competition within the area. (Marketing Plan).
4. A plan that describes how the products or services will be distributed and advertised. (Marketing Plan).
5. A projected timetable for starting business operations and an estimate of anticipated work hours before operations begin. (Management and Operations Plan).
6. A financial plan that includes a projection of estimated sales, monthly income and operating expenses for the first year of operation, an itemization of the costs necessary to establish the business, and an estimate of when the business will produce income that exceeds operating expenses. (Financial Plan).
7. A description of required licenses, permits, or zoning variances and insurance. (Business Description).
8. A description of the vocational rehabilitation services the individual is requesting from the Department; the resources that will be obtained from other sources to establish and operate the small business; how the ongoing operating expenses of the small business will be funded, whether through the projected business income, loans, or other sources; and how the individual will provide for basic living expenses until the small business produces sufficient income. (Financial Plan).
9. A description of the tasks to be performed by the individual in operating the business and anticipated hours that the individual will be required to work to obtain projected income. (Management and Operations Plan).