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**The Twelve Sections of a Business Plan**

The purpose of this competency is to develop a business plan. This business plan is to be of sufficient detail to secure funding from an outside source. Your purpose is to build the argument that this project is viable and has an acceptable return on investment and minimum risk. This means that, for each section (except the Executive Summary), target two to seven pages of sourced analysis and writing. The viability of the plan will be demonstrated by in-depth primary research, and evidence of that research, for (at minimum) all of the sections listed below:

1. **Executive Summary**

(Mission and vision statement is concise and clearly states the business’s value proposition.)

The purpose of an Executive Summary is to write a brief description of your plan that allows the reader to gain the essence of the entire plan in less than two pages. It is intended to give a busy executive the key information and lead the reader to the sections that will answer the executive’s primary questions. It is not an introduction to the plan, as you may have written in typical papers. This Executive Summary, although positioned first in the project, should actually be written last. In this way you know what you are summarizing. Writing it earlier will cause it to tend towards a traditional introduction. The elements of an executive summary are the:

• purpose of the plan (attract investors, diversification, etc.),

• introduction to market opportunity,

• brief description of the company, and

• a description of the unsatisfied need that creates the business opportunity.

**Executive Summary**

Jeffery Morse Ministries LLC (JMM) is an internationally based nonprofit startup with the goal of providing humanitarian aid throughout the world, delivering the Gospel of Jesus Christ, planting churches, training, and raising up people to carry on the ministries in a similar fashion. JMM is both a product and service-based company. The product is free of charge and is the Gospel of Jesus Christ. Services range from providing food and the necessities of life, especially after a major crisis, as well as, establishing churches and educational facilities around the world. JMM is a volunteer-based organization, as such, employees and volunteers rotate constantly, however, all who align themselves with JMM have one objective – to love people.

**Mission and Vision Statement & Company Description**

**The Mission Statement of Jeffery Morse Ministries LLC**

 Connecting the Salvation Gospel to the World. To bring hope to the hopeless, food to the hungry, shelter to the homeless, and to bring all this by preaching the truth of the Gospel of Jesus Christ through evangelism, missions, music, worship, education and media. the establishing of Churches, and the training and ordination of Apostles, Prophets, Pastors, Evangelists, Teachers, Missionaries, Worship Leaders, Minstrels and any other office that is beneficiary to the Work of the Gospel of Jesus Christ. We will take advantage of every legal opportunity, and every legal resource to accomplish this end that we are able too.

**The Vision Statement of Jeffery Morse Ministries LLC**

Centering on proclaiming the Gospel of Jesus Christ, to people in every country of the world, while fulfilling the call to feed, cloth, house, and minister to all we can while demonstrating excellence, honesty, faithfulness, and the love of Christ

**Company Description**

 JMM’s current operates under the structure of an LLC. This decision is covered in it entirely in Appendix (A) Managerial Economics. The biggest factor contributing to this decision is lack of financial resource. After extensive research it was shown to be ultimately fiscally comprehensive to begin under the LLC structure and then navigate to an S Corporation at a later date after JMM is fully operational (Morse, 2019).

• Type of Business and Legal Structure (e.g., LLC, sole proprietorship)

• Primary Organizational Objectives

• Distinctive Core Competencies

1. **Industry Analysis and Trends (state of the industry, market research, barriers to entry, identifying competitors, identifying market niche, expert advice, competitive analysis, strategic positioning)** (Presents sophisticated comparison and contrast of the benefits and consequences of multiple approaches or options in the industry analysis and trends.)

• The history of the industry

• Size of the industry

• Industry evolution

• The trend—where the industry is expected to be in five to ten years

• The key players in the industry (those who do something like this well and those who do not)

• Barriers to entering the market

• PESTEL analysis

**4. Strategic Positioning, Strategic Intent (Measurable Goals)**

• Competition strengths and weaknesses (using SWOT, AAA, and other matrices)

**5. Product / Service (define product or service, what makes the product worthwhile, liability concerns, expert advice)**( The product and/or service are creatively completely and clearly described including all of the following: the category or industry, the market niche and liability concerns and expert advice.)

• How does the position in the Product Life Cycle affect this Business Plan?

• How does the position in the Industry Life Cycle affect this Business Plan?

**6. Management Plan (hiring projections, board of directors or advisors, outside professionals, licenses, expert advice)**( Management plan is complete and clearly stated, including all of the following: hiring projections, board of directors or advisors, outside professionals, licenses, and expert advice.)

**Management and Ownership**

• Board of directors and rationale for members

• Management staff structure

• Key managers

• Plans to attract, develop, and retain key personnel

• Future additions to the current management team

• Compensation plan

• Insurance plan

• Government rules and regulations that might apply

• Answers Drucker’s Five Questions as it relates to your business.

**7. Marketing Plan (defining the product, defining the customer, selling prices, place, promotion, follow-up plan, and expert advice)** (Describes fully and well the target market, selling prices ,place, promotion, follow up plan, marketing mix including specifics of product/service, pricing, distribution tiers, media, Customer Relationship Management plan, and Management Information System plan.)

• What is the competitive advantage that this business will create?

• Major characteristics of the target market (what does the customer look like?)

• What is the demand of this target market?

• Nature of the competition

• What are total sales to this market in geographic area?

• What are total sales expected in five years? In ten years?

• What percentage of this demand does this business expect to capture?

• What are the four Ps and how do they apply to your business?

• Overall marketing strategy

• Specific marketing mix

• Strengths and weaknesses in ability to satisfy target market needs

• Communication plan internally and externally)

**8. Operations Plan (operations for product or service from the beginning to the end of the supply chain (Cradle to Cradle) of the supply chain, technology, expert advice** (Describes fully and completely the supply chain, manufacturing or provisioning, including the exact resources, sources, development, design, technology, transportation and expert advice.)

 **Key Suppliers, Customers**, **Operations**

• Production and Service Delivery Procedures

• Supply Chain

• Transportation

**Products and Services**

● Detailed Product/Service Description

● Product Life Cycle

● Copyrights, Patents, and Intellectual Property Rights

● Research and Development Activities

**Environmental scan**

• Significant factors in the macro environment

• Clear statement of the opportunities and threats through SWOT analysis

**9. Financial Plan (A personal financial statement is not included in this business plan; however, if students wish to gain funding for their business plan, they will need to add a personal financial statement.)** (Presents detailed, realistic, and appropriate financial information including income statement, balance sheet, cash flow statement, personal financial statement [not included in student plan–but students need to be aware of this requirement], financial ratios, and forecasts.)

**Financial Analysis**

• Funds required and their uses

• Current funding requirements

• Funding requirements over the next three years

• Use of funds

• Loss control

• Retention of personnel

**Financial statements for first three years (monthly first year and annually for years two and three) (may use template from**

http://www.score.org/resources/business-planning-financial-statements-template-gallery**)**

• Income statements

• Balance sheets

• Cash flow statements

• Determine capital requirements

• Detailed description of the assumptions you have used to reach these numbers

**10. Action Plan: Steps to take to implement business plan including performance evaluation criteria.** (Demonstrates sophisticated innovative thinking consistently transforming ideas or solutions into an entirely new form through connection and synthesis throughout the clearly articulated action plan. It is readily apparent how each step builds on previous steps. Potential barriers are clearly defined as are thoughtful strategies to address them.)

**11. Conclusions and Recommendations**

● Conclude why your business is a viable business venture (or a viable business/strategic path for the client company).

● Explain why the student should or should not pursue the business venture at this time (or why or why not the client business should pursue the path under investigation).

**12. Appendices & Reference Section (Reference section will include at least 35 sources for research for the business plan and APA citation will be provided for each source.)** (Consistently integrates ideas from alternate, divergent, or contradictory perspectives or ideas in the final product. Resources used to prepare plan are effectively used and are clearly attributed.) **Examples for other Appendices include:**

● Key employee résumés, product and advertising samples, press clippings

● First impression collateral (e.g., cover letters for sources of income, brand, printing, design, charts, graphs and tables, multimedia

presentations)

● Information that creates capital (market research, communication plan, financing, websites, trade groups, and associations)

**References**

Only sources of information that have actually been cited in the project are included here.

**Appendices**

The actual titling of the appendices receives letter designations, rather than numbers. Therefore, you would have Appendix A, Appendix B, not Appendix 1 or Appendix 2. This section includes information that is too detailed to be included in its entirety in the body of the project. This would include raw data, sample questionnaires, and detailed computations. This section would also include information that is referred to but is not essential to the project, such as relevant policies, laws, forms, pamphlets, sample letters sent to organizations and subjects, or subject consent forms.

The content of the business plan is thoughtful and accurate. A good blending of competency material and personal experience with strategies. There are no factual errors. Applies terminology and concepts appropriately.

The paper is logical, well written, and the required length. Spelling, grammar, and punctuation are accurate. APA formatting standards are followed; citations and reference page is correct.

The Voice-Over Presentation clearly identifies key performance metrics of the business plan in a complete, creative and clear manner. Slides are not read, and the “story” of the plan is clearly stated in an interesting way. APA and citations are clear and accurate.