



EXPERT ARTICLE

10 Point Guideline on Content and Structure

By Nigel Hall, Innovation Centre Sunshine Coast Pty Ltd

1. Executive Summary
2. Contents
3. Introduction
4. Current Situation
 - a. Base Corporate Information
 - b. Vision, Mission, Values
 - c. History
 - d. Business Organisation & Management
 - e. Products & Service
 - f. Core Competences
5. External Environment
 - a. The Economy
 - b. Market Analysis
 - c. Competitive Analysis
 - d. Competitive Advantages
6. Strategy Plans
 - a. Objectives
 - b. Business Strategy
 - c. Operating Plan
7. Financial Analysis
 - a. Break-even Analysis
 - b. Sales Projections
 - c. Capital Spending
 - d. Operating costs
 - e. Profit & Loss Account
 - f. Balance Sheet
 - g. Cash Flow and Funding Requirements
8. Risk Analysis
 - a. Overview
 - b. SWOT Analysis
 - c. Limiting Factors
 - d. Critical Success Factors
 - e. Alternative Scenarios
 - f. Specifics Risks and their solutions
9. Conclusion
10. Annexes