**Chief Executive Officer**

**Assignments Relating to the Development of the Business Plan**

You will be working on the business plan for the next 7 weeks or 35 days. You are responsible for the overall outcome of the plan. If you have an administrative assistant, that person should also work on the plan.

For the first 10 days you should work on the following parts of the business plan with the VP of Marketing/Sales and The Chief Financial Officer. Use the following link to obtain needed information for the preparation of the plan.

[Material needed for the business plan](http://janetbelch.com/BusinessPlan/BusinessPlanRevised.html)

**First 12 days: Introduction and Management**

* Create a cover page
* Table of Contents
* Reasons for putting the plan together
* Executive summary
* Mission statement
* Business objective
* Company description
* Staffing
* Operating procedures
* Planning: Goals and Strategy
* Organizing
* Directing
* Controlling

**Next 9 days: Marketing VP is responsible for this next section**

* Market analysis
* Product and or Service provided
* Placement
* Price
* Target market
* Market segmentation
* Break Even analysis

**Next 11 Days: Financial section of the report: CFO is responsible for this section**

* Balance sheet – initial investment
* Business loan
* Recording payment of business loan
* Purchasing merchandise
* Recording salary expense
* Payroll taxes
* Trial balance, income statement and balance sheet
* Automated accounting software
* Projected income statement
* Cash flow statement
* Financial Write up
* Startup costs associated with business plan
* SWOT

**Next 4 days: CEO, CFO, VP of Marketing, VP of Technology and Administrative Assistant are responsible for:**

[Business Plan Presentation material](http://janetbelch.com/Bpp/HTML5%20Business%20Plan%20Presentation.html)

* **Presentation of business plan**
* Appendix