

## **Chapter 2 Test – Business Plan Topics**

Purpose of Business Plan

Executive Summary

Market Analysis

Company Description

Financial Projections

Organization and Management

SWOT Analysis

Target Market

Customer Demographics

Business Structure

Marketing Plan

How Often to Review Business Plan

Cash Flow Statement

Mission Statement

Sales Forecast

Small Business Administration Purpose

Criteria for SBA Loan

Balance Sheet

Income Statement

Bootstrapping

Angel Investing

Crowdfunding