

Sample Outline of Business Plan:

Section1: General Organization Description

- a. Mission Statement
- b. Target Market
- c. Industry
- d. Form of Ownership
- e. Most Important Strengths
- f. Significant challenges organization faces now and in the near future
- g. Long Term challenges

Section 2: Products and Services

- a. Programs

Section 3: Marketing Plan

- a. Market research: Why?
- b. Market Research: How?

Section 4: Customers

- a. Department of Homeland Security
- b. United States Coast Guard
- c. Recreational and Commercial Boaters
- d. Local, County, and State Marine Groups
- e. Environmental Groups
- f. Our Membership

Section 5: Personnel

- a. Number of Members
- b. Member skills
- c. How we recruit for new members
- d. Quality of District Leadership
 - a. Elected Officers
 - b. Appointed Staff

Section 6: Management and Organization

- a. Day to Day management of District
- b. DCO's Experience
- c. Plan for continuation of business

Section 7: Financial Status

- a. Current Financial Status
- b. Future Financial Status

Appendix: Organizational Chart (If you have one)

Sample Outline of Operational Plan

Section 1: Introduction to the Plan

- a. Who we are and what we do
- b. Example (A day in the life of)
- c. Authority to act

Section 2: Executive summary

- a. One page statement with overview of the entire plan

Section 3: Mission Statements

- a. National Mission Statement
- b. District Mission Statement
- c. District's intent to support National Mission Statement

Section 4: Strategic Imperatives (National and District)

- a. Take directly from National Strategic Plan
- b. District's intent to support the National imperatives
- c. District's strategic imperatives (Support of District Commanders imperatives)
- d. Assessment of Strategic /Tactical Issues and objectives

Section 5: Desired District Objectives

- a. Plan to overcome issues and objectives

Section 6: List of Tactical Assets

- a. People
- b. Facilities
 - a. Boats
 - b. Planes
 - c. Jet Skis
- c. Program capabilities
 - a. Public Education
 - b. Vessel Examinations
 - c. Any other programs District utilizes