

## CBP Monitoring Program – Template for Business Plan.

Structure and basic content directions for the CBP Monitoring Program Biz Plan.

- **Title Page and Table of Contents**
- **Executive Summary**, in which you summarize your vision for the company
- **General “Company” Description**, in which you provide an overview of your company and the service it provides to its market
- **Products and Services**, in which you describe, in detail, your unique product or service
- **Marketing Plan**, in which you describe how you'll bring your product to its consumers
- **Operational Plan**, in which you describe how the business will be operated on a day-to-day basis
- **Management and Organization**, in which you describe the structure of your organization and the philosophy that governs it
- **Financial Plan**, in which you illustrate your working model for finances and your need from investors