

# Sample Business Plan Outline

*(Note: The following are examples of the types of questions that you may want to consider in developing your business. The list is not exhaustive.)*

## Executive Summary

- ✓ Summarizes key points in your business plan

## Organizational Structure

- ✓ How is your business set up? (Sole proprietorship? Partnership? Corporation?) Who are the key individuals responsible for the success of your company? What is the role of each person in relation to the business? What experiences does each person have that relates to the business?

## Service Plan

- ✓ What is your transportation service? Where will you operate? How many vehicles will you have? How will you ensure that you maintain care and control of the vehicles?
- ✓ What are your plans for hiring, training, and developing drivers? Do you have a driver training manual? Do you have any specific requirements that drivers must meet? Do you require drivers to have a criminal record check? Do you review driving history?
- ✓ How will you provide service? How do passengers arrange transportation with you? Do you use a dispatch service? What type of service is it? On what days of the week, and between what hours, will service be provided?
- ✓ Will you be providing service to persons who may be physically or mentally challenged? What research have you undertaken into the needs of this market? What measures will you put in place to ensure that your service meets their needs? What staff training will you undertake? What equipment will you purchase?

## Public Need

- ✓ In your application package, how do you show that there is a public need for the service? Is this information objective? (Refer to the appropriate [“Application Guide”](#) for information on public need.)

## **Target Market & Local Conditions**

- ✓ Where do most of your passengers live? What is the population of this area? What are the population trends? Are there any relevant studies or economic or community plans relating to the area?
- ✓ What passenger transportation services are available in the area? Is there public transportation? How similar or different is your service from other services in the area? What advantages does your service offer to passengers relative to the competitors? If your application is approved, what impact do you think your service would have on competing licensees?
- ✓ What are the main risks and challenges that your company faces in the market place?

## **Marketing**

- ✓ How will passengers know you are available to provide a passenger transportation service? How will you promote and advertise?

## **Business Partnerships & Alliances**

- ✓ Do you have any agreements or alliances with other transportation or non-transportation companies that will increase your ridership? If yes, you should explain these.
- ✓ Does your company provide any services that do not involve passenger transportation? If yes, you should explain these.

## **Financial Information**

- ✓ Have you provided cash flow projections? Balance sheets? Income statements? Have you explained your assumptions and calculations? Have you separated start up costs from ongoing costs?