

What's Your Plan?

A business plan is the foundation that your business is built on. It's the document that leads you through the structure, growth and key components of your business. It's also important if you intend on attracting investors and business partners.

Traditionally, a business plan consists of the following key factors:

- Executive summary
- Company description
- Market analysis
- Organization and management
- Service or product line
- Marketing and sales
- Funding request
- Financial projections
- Appendix

Every business is different, and there is no right or wrong way to write a plan; it's solely on what works for you. [SBA.gov](https://www.sba.gov) offers some great resources to help you find a template and a plan that works for you.

If you have specific questions regarding your insurance, or on how Gallagher can help you, contact a [Gallagher representative](#).



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