

IModels Management  
Business Plan

Ileana Rivera  
Entrepreneurship  
MKT 2327-D090

# Table Of Contents

(Do not include cover page , table of contents or cover letter)

I.	Executive summary.....	1
	Description of business	
	Major goals and objectives	
II.	Company Background.....	5
	Company Operations	
	Legal considerations	
	Financial condition	
	Balance Sheet	
III.	Management Team.....	9
	Management team member profiles	
	Resumes of employees	
IV.	Financial Plan.....	24

Sales Forecast  
Expense Budget  
Cash Flow Statement

V.	Capital Required.....	28
	Amount of capital needed to start operations	
VI.	Marketing Plan.....	29
	Strengths and weaknesses	
	Advertisement plan programs	
VII.	Location Analysis.....	30
	Explanation of location	