

Business Plan Matching Activity

Executive Summary	Summarizes the plan and states the objectives
Vision Statement	A long-term picture of what the business is to become and what it will look like when it gets there
Mission Statement	A description of the key strategic influences of the business, such as the market it will serve, the kinds of services it will offer and the quality of those services
Organizational Plan	Outlines employees and management levels and also describes how the business will run administratively

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Marketing Plan	Outlines all of the research obtained regarding the clients your business will target and their needs, wants and habits
Financial Documents	Includes projected financial statements, actual statements and financial statement analysis
Supporting Documents	Includes owner's résumé, personal financial information, legal contracts and any other agreements
Salon Policies	Ensures that all clients and employees are treated fairly and consistently