
Chapter 35 Developing A Business Plan

Section 35.2 Marketing and Financial Plans

Section Outline with Content and Academic Vocabulary

Section Outline

Organizational, Marketing, and Financial Plan

Organizational Plan

Proposed Organization

Establishing Your Business

Personnel Needs

Job Descriptions

Organization Chart

Outside Experts

Proposed Product and Service

Marketing Plan

Pricing Policies

Promotional Activities

Financial Plan

Equity Capital

Personal Savings

Partners

Shareholders

Debt Capital

Banks

Credit Unions

Supplier and Previous Owners

Financial Statements

Chapter 35 Developing A Business Plan

Section 35.2 Marketing and Financial Plans

Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

job description A written statement listing the requirements of a particular job and the skills needed to fulfill those requirements. (p. 829)

organization chart A diagram of a company's departments and jobs with lines of authority clearly shown. (p. 830)

equity capital Money raised from within a company or from selling part of an owner's share. (p. 831)

debt capital Borrowed funds, from sources such as banks, friends, and suppliers, which must be repaid. (p. 832)

collateral Something of value that you pledge as payment for a loan in case of default. (p. 834)

credit union A cooperative association formed by groups of employees to serve as a financial organization and offer lower rates for the benefit of its members. (p. 834)

Academic Vocabulary

authority The power to make decisions and tell others what to do. (p. 830)

funding Money provided for a specific purpose, such as capital to finance the operation of a business. (p. 831)