

Marketing and additional information assignment

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Appendix ————— If your professor has special instructions for formatting your report be sure to follow them. Include a table of contents so that investors can quickly find the information they are looking for. Include an organizational chart in the Appendix. Include a resume for each key person in the Appendix. Revise this section after you complete a detailed financial plan. Write the Executive Summary section last! Include the general nature of the business, what your product or service is and why it is unique, and why you believe the business will be successful.

What product or service do you provide? What is your competitive advantage? When will the company be formed? What are your company objectives? What is the background of you and your management team? What is the expected size and growth rate of your market, your expected market share, and any relevant market trends? Include a floor plan in the Appendix. The next section covers the labor force in depth. This section should discuss the labor force as it relates to your location, manufacturing, and operations plans. The next section covers the labor force in depth.

This section should discuss the labor force as it relates to your location, manufacturing, and operations plans. Make sure your marketing objectives are clearly written, measurable, and consistent with your overall marketing strategy. Prepare advertising samples for the Appendix. Remember, most lenders and investors insist that you submit current financial statements that have been prepared by an independent CPA. Include supplemental information, such as an organization chart, resumes of key owners and managers, a floor plan, and advertising samples.