

1. Executive Summary

- State the purpose of the business plan of the company while showcasing the expected financials and operations.
- Explain how the company will provide, develop and distribute programming to customers in its targeted market.
- Explain the key niches of the broadcast industry your business idea will serve.
- Explain why your channel is necessary and show how its intended audience compares to other broadcasters.

2. Mission and Vision Statement

- Discuss your vision and mission and explain how you will create content, attract employees and build your schedule around it.

3. Target Market

- Define your target audience in detail and provide examples of how your channel will provide something they can't get elsewhere.
- Explain why the audience would prefer your programs compared to other programs, say how you will attract sponsors and advertising.

4. Business Overview

- Provide a general overview of your company
- What inspired you to choose this type of company
- What personal qualities and experience will you invest in the company
- What are you offering that other businesses do not offer already?
- Do you believe there is a real need for the type of programming you would provide?
- Where do you see your business in the medium and long term?

5. SWOT Analysis

- **Strengths**

- Provide a list of your core competencies or service advantages of your company

- **Weaknesses**

- What would your company need to improve

- **Opportunities**

- What does the company pose for growth and greater profitability

- **Threats**

- What factors could adversely affect your business in the future.

6. Human Resource Plan

- Describe your Management Structure
- Roles and Responsibilities of Management Team
- How many people do you plan to employ? (Full Time / Part Time)
- What types of skills and/or experience are you looking for?
- What training will your work force require to be able to meet your future plans?
- What measures do you plan to adopt to ensure employee loyalty?
- What is your developmental plan as your company continues to expand.

7. Sustainability and Expansion Plan

Operational Strategy

- Defining what it will cost to build your broadcast channel, including equipment, professional services and operational and marketing activities.
- Explain how you would finance your company for the first twelve months of its operations.
- Show the company's expected rate of growth from the start of operations for the next three years

- What would your company provide to the public that would make give you a competitive edge?
- Give details of company location and premises.
- How well the present premises (if any) meet your company needs and is it easily accessible to your clients?
- Give details of equipment/machinery/vehicles you will require to operate your company (such as purpose, current value and future replacement date)
- Give details of equipment/other items which you plan to acquire in the near future (such as purpose, costs and credit terms)
- Show the sales, operating cost and profit forecast.

Pricing Strategy

- Estimate the value of your programming and the likelihood of attracting a substantial audience.
- Show how your company would spend any investment funds and how those expenditures will create audience numbers that result in a steady revenue.

Expansion Strategy

- State whether there is an expectation that the company will expand during years of operations.
- If there is expected expansion(s) create a plan that will show the company can effectively produce and distribute its operations.

8. Programs and Services

- State the benefits offered to the listeners and the advertisers that would draw more people to the channel.

- How would your channel distinguish itself from channels services already in existence
- How will your programs satisfy the needs and expectations of your target audience?

9. Competitive Analysis

- Who are your most important competitors?
- What are their main strengths and weaknesses?
- How can you be different?
- How can your programs and service be more competitive?
- What are your competitors' pricing policies?