



U.S. ARMY IMCOM
Installation Management Command



Business Plan

Last Date Modified: _____
Prepared By: _____

Executive Summary

Description of Business

General

Location

Facilities

Management

Staffing

Mission/Vision

Planning Assumptions

Contingencies

Marketing

General

SWOT

Market Analysis

Schedule of Events

Schedule of Events				
Event	Date	Attendance	Location	Budget

Sponsorship

Financials

Historical Data Narrative

Historical Data

Historical Data								
	FY16		FY17		FY18		FY19	
	\$	%	\$	%	\$	%	\$	%
Net Sales								
Cost of Goods								
Other Income								
Labor								
OOE								
NIBD								

Five Year Plan Narrative

Five Year Plan

Five Year Plan										
	FY20		FY21		FY22		FY23		FY24	
	\$	%	\$	%	\$	%	\$	%	\$	%
Net Sales										
Cost of Goods										
Other Income										
Labor										
OOE										
NIBD										

Financials-Capital Purchases and Minor Constructive Narrative

Objectives

Action Plan

Department: _____
Department Code: _____

Historical Data Narrative

Historical Data									
	FY16		FY17		FY18		FY19		
	\$	%	\$	%	\$	%	\$	%	
Net Sales									
Cost of Goods									
Other Income									
Labor									
OOE									
NIBD									

Five Year Plan Narrative

Department: _____
Department Code: _____

Historical Data Narrative

Historical Data									
	FY16		FY17		FY18		FY19		
	\$	%	\$	%	\$	%	\$	%	
Net Sales									
Cost of Goods									
Other Income									
Labor									
OOE									
NIBD									

Five Year Plan Narrative

Department: _____
Department Code: _____

Historical Data Narrative

Historical Data									
	FY16		FY17		FY18		FY19		
	\$	%	\$	%	\$	%	\$	%	
Net Sales									
Cost of Goods									
Other Income									
Labor									
OOE									
NIBD									

Five Year Plan Narrative
