Business Plan Outline

A business plan is a basic operating paper that defines the organization, what its objectives are, how it will fulfill its mission statement and the procedures and resources necessary to operate.

1. **Mission Statement.** The business plan answers the basic question, “Why are we necessary?”. This is a concise statement in a paragraph that states what is the need the organization will fulfill and how they will do that.

2. **Define Food Pantry.** This paragraph answers the basic question, “Who are we?”. This paragraph characterizes the pantry personnel, their experience, core competencies and core values. An organization chart as it will look at the end of the period covered by the pantry’s strategic plan should be attached with current staff covering all future positions. In this paragraph you can also address why your organization is unique and what is your “niche” in the community.

3. **Define Poverty Population.** This paragraph answers the basic question, “Who do we serve?”. This paragraph details the poverty population in the pantry’s service area. Data will include U. S. census data, areas known as low income housing areas to include Section 8 housing and estimates of the population in those areas.

4. **Staff/Board Responsibilities.** This paragraph should be a summary of major job descriptions and responsibilities for each major player in the pantry organization, i.e. director and key staff, as applicable, and president and finance committee chair of the board.

5. **Facilities and Infrastructure** This paragraph describes the facilities and infrastructure to, include transportation assets and refrigeration, that is associated with the pantry and its operation. This also would include the resources needed to execute the mission statement and implement the annual goals and objectives.

6. **Process and Procedures.** In describing the pantry’s operational processes and procedures, the life cycle of food needs to be addressed from acquiring to distribution. The serving of clients from signing in to leaving with a food box may be addressed separately.
7. **Strategic Plan.** This paragraph summarizes the goals, objectives and tasks from the strategic plan. A strategic plan sets the goals and objectives for the organization to achieve in the next 3 to 5 years and outlines how these can be achieved and tasks the responsibilities to achieve it. It is the road map stating “where are we going”. From the strategic plan the annual goals and objectives are taken to develop the annual work plans for the next fiscal year.

8. **Annual Budget.** This paragraph summarizes the guidance used to develop the annual budget to include sources of income and major expenditure guidance.

9. **Marketing.** This paragraph summarizes how the food pantry is going to build and expose the general public to the pantry’s image, mission and service within the community. It should be focused on potential donors, clients, and outside agencies that the food pantry wants to communicate with. It includes statements on how clients will be reached or referred to the pantry.

10. **Roadblocks and Obstacles** This section identifies both the problems and issues that are known to stand in the way of mission success and the strategy to overcome them.