**Paper Outline**

**Executive Summary**

Introducing Top View Café as a sole proprietorship

Gives the business location

A light description of the business and the requirements

**Marketing Plan**

Rising trends of people eating out provide opportunity for café business

A brief description of the target market

Marketing strategies including advertising, appropriate business location and fair prices

**Management Plan**

Shows business structure from ownership, management, workers and resources

The legal entity is sole proprietorship

Jane Michaels with ten years’ experience to manage the business

The head chef to be assisted with temporary workers head the kitchen

An automated credit machine to be used

**Financial Plan**

Start- up costs and expenses

Projected income statement for two years

Projected balance sheet for two years

**Competitive Analysis**

A chart showing other businesses products, services and hours spent at work

Swot Analysis showing internal factors like strength and weakness in addition to the external opportunities and threats affecting the business.