

The Emergency Business Plan

A Business Plan Template for the SBA Disaster Loan (EIDL) Application

The purpose of a traditional business plan is to communicate the purpose, methods, and attributes of a business. It takes time to compile resources and make decisions to effectively plan for the future and communicate the likelihood of success to readers. In an emergency, it may be necessary to develop an abbreviated plan that still answers the important questions but relies more on existing data and knowledge. This template breaks down the key components of the narrative of a business plan into five steps. Please note, it is not a substitute for a full business plan and does not include financial projections.

Step 1: Business Summary

- What is your business? Include business name and brief description.
- Name of business owner(s)
- Number of months or years in business
- What products and services does the business sell?
- Who are its primary customers (Ex. Families, college students, women, other businesses)?

Step 2: Location and Market

- Where is the business physically located? Does it sell anything online?
- Why is its location a good location?
- Who are its top competitors?
- What makes your business different or better than your competitors?

Step 3: Operating and Communicating

- How many employees? What are their job titles? Any independent contractors?
- What days/hours is the business open? Is it open year-round or seasonal?
- How do customers hear about the business? Describe online and offline advertising tactics.

Step 4: People

- Who owns the business? Who manages the day-to-day operations?
- What skills and knowledge do the owners/managers have that help them run the business? (Ex. Years of experience in industry, education, training, etc.)
- What other “people resources” do you use to run your business? (Ex. Accountant, Bookkeeper, Attorney, family/friends with relevant knowledge or skills, Business Advisor, etc.)

Step 5: Financials and Disaster Impact

- Briefly summarize the impact the Coronavirus has had on your operations and staffing
- Briefly summarize the impact the Coronavirus has had on your income and expenses