

Apartment Rental Business Plan Template

Table of Contents (*automated*)

Executive summary

- Business *goals*/mission
- Business *description*
- Business formation
- Business philosophies/identity
- Character
- Location
- Main objectives
- Directors
- Management team
- Key advantages
- Strategic positioning
- Strategic alliance
- Licenses
- Sales summary
- Vision of the future
- Funds required

Development

- Location determination
- Development process
- Project plan
- Development team

Marketing

- The product mix
- Sales *estimates*
- Analysis current product mix
- Market analysis
- Marketing goals & strategies
- Competitive research
- Pricing policy
- Operations
- Advertising & promotion
- SWOT analysis

Historic analysis

- General view
- The market position
- Income statement historic
- Balance sheet historic

The organizational structure

- Management and personnel
- Administrative organization
- Contingency planning

Apartment rental operations

- Apartment rental identity
- Apartment rental location
- Apartment rental premises
- Apartment rental layout

Risk management

- Risk reduction
- Exit strategy

Financial plan

- The investment budget
- Statistical data (ratios)
- The return on investment
- Financial projections

Appendices

- Personal income statement
- Other