

XYZ, LLC

BUSINESS PLAN OUTLINE

1. EXECUTIVE SUMMARY (1 PAGE)

2. COMPANY OVERVIEW

- 2.1. COMPANY DESCRIPTION**
- 2.2. FILM SYNOPSIS**
- 2.3. CAST WISH LIST**
- 2.4. PRODUCTION PLAN**

3. THE MARKET

- 3.1. TARGET CONSUMER PROFILE**
- 3.2. U.S. MOVIE & VIDEO PRODUCTION
MARKET ANALYSIS**

- 3.2.1. FIGURES & TRENDS**
- 3.2.2. INDUSTRY ANALYSIS**

3.3. FILM CROSSING

3.4. COMPARABLE FILM ANALYSIS

- 3.4.1. FILM #1**
- 3.4.2. FILM #2**
- 3.4.3. FILM #3**
- 3.4.4. FILM #4**
- 3.4.5. FILM #5**
- 3.4.6. FILM #6**
- 3.4.7. FILM #7**

4. MARKETING PLAN

- 5.1. PRE-PRODUCTION SALES**
- 5.2. POST-PRODUCTION MARKETING**
- 5.3. PUBLIC RELATIONS**
- 5.4. EXHIBITION**

5. THE MANAGEMENT

6. FINANCIALS

6.1. PRODUCTION BUDGET

6.2. 5-YEAR REVENUE PROJECTIONS

6.3. 5-YEAR GENERAL & ADMIN EXPENSES

6.4. 5-YEAR PRO-FORMA INCOME STATEMENT

6.4.1. MEDIUM PROJECTIONS

6.4.2. LOW PROJECTIONS

6.4.3. HIGH PROJECTIONS