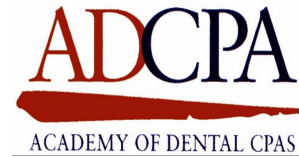


## WOODY & ASSOCIATES, CPA's, PLLC GENERAL BUSINESS SERVICES

3205 NW 63<sup>rd</sup> Street  
Oklahoma City, OK 73116  
(405)840-8000 (866)840-1751 toll free  
(405)840-1756 fax  
[www.woodycpas.com](http://www.woodycpas.com)



### COMPONENTS OF A BUSINESS PLAN FOR DENTISTS

- I. **INITIAL INFORMATION**
  - A. Purpose of loan
  - B. How much money needed and an allocation of the loan proceeds
  - C. Collateral and their values (cash, equipment, residence)
  - D. Repayment plan. Include an amortization schedule
- II. **BUSINESS HISTORY (IF PURCHASE IS FROM AN EXISTING PRACTICE)**
  - A. History and nature of current business
  - B. Current ownership
  - C. Legal structure, i.e. proprietorship, partnership, corporation, etc.
- III. **DENTISTS, THEIR STAFF AND THEIR ADVISORS**
  - A. Names and responsibilities of doctors and staff
  - B. List of professional advisors (CPA, attorney, banker, dental consultant, etc.)
  - C. Management's curriculum vitae
- IV. **DEMOGRAPHIC INFORMATION**
  - A. Fee schedule by procedures
  - B. Capitation relationships
  - C. Patient lists
  - D. Market area (MAP)
  - E. Competition (within 1 mile, within 5 miles)
  - F. Advertising and marketing programs
  - G. Major suppliers and their selling terms
  - H. Description of office facility. Do you lease or own the building?
- V. **PLAN OF ACTIONS**
  - A. Improvements and installation of machinery and equipment
  - B. Hiring of additional staff (assistants, hygienist, etc.)
  - C. Risks, costs and rewards
  - D. Aging of current accounts receivable
- VI. **FINANCIAL INFORMATION NEEDED**
  - A. Financial statements for current business if available
  - B. Analysis of cash flow for at least five (5) years
  - C. Individual tax returns for the past three (3) years
  - D. Personal financial statements (example)
  - E. Prior business tax returns for past three (3) years
  - F. Aging of current accounts receivable
- VII. **ADDITIONAL INFORMATION**
  - A. Appraisals
  - B. Contract of sale
  - C. Lease agreement