**What Should a Company Description in a Business Plan Include?**

The exact elements included in your company description can vary, but here is a list of some of the most important parts to consider:

1. **Company name** – The official name of your business as registered in the state where you do business.
2. **Type of business structure** – Sole proprietorship, LLC, partnership or corporation.
3. **Ownership/**[**management team**](http://sbinformation.about.com/od/businessplanfaq/f/businessplan6.htm) – Names of the key people behind the company.
4. **Location** – Where is the company headquartered?
5. **Company history** – When was the business started, what inspired you to start the business, what need does your company fulfill?
6. [**Mission statement**](http://sbinformation.about.com/cs/businessplans/a/mission.htm) – A clear statement that represents the purpose of your company.
7. **Products/services and**[**target market**](http://sbinformation.about.com/od/marketplansample/ss/small-business-marketing-plan_4.htm) – A brief overview of what you plan to sell and to whom.
8. **Objectives** - An outline of what you want to accomplish in the immediate future based on the data in the rest of the business plan as well future growth goals.
9. **Vision statement** – A statement about how you envision the future of the company.

**Some tips for writing a company description…….**

1. **Start with an**[**Elevator Pitch**](http://entrepreneurs.about.com/cs/marketing/a/uc070603.htm) - Begin the company description section with a paragraph that captures all of the vital information about your company. Imagine you are giving an elevator pitch about your company and want to express the key characteristics in just a few sentences. Use the same thought process for your introductory paragraph.
2. **Stick with High-Level** - Some of the information in your company description will be included in other sections of your business plan. For these parts, provide only a high-level overview and leave all of the specific details for the related section.
3. **Show Your Passion** - Let your passion and excitement show in the company description section as you explain why you started the company and what you hope to accomplish. Your excitement should show in the tone of your writing, and your aim should be to get the reader interested in reading the rest of the business plan.
4. **Do a Length Check** - When you're writing about the passion and excitement that led you to start your company, it can be easy to get carried away and use more words than necessary to get your point across. Once you've drafted your company description, go back and cut out any unnecessary parts or duplicate information to make it clear and concise.
5. **Have It Proofread** - Ask someone who hasn't seen various drafts of the company description to review it for typos, grammatical errors or flow problems that could hurt the impact it has on the reader.