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Create and customize a table of contents

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Overview

- Generate and update a table of contents
- Prepare headings by using built-in styles
- Mark other styles for inclusion in the TOC
- Use outline levels to mark text for the TOC
- Control TOC content and formatting
- Customize the TOC by changing styles
- Remove a TOC



Create a table of contents (TOC) in Word 2010. Prepare document headings so that Word will generate the TOC automatically, and customize the look and settings for the TOC.

Start this course →

Level: Intermediate
 Length: 20 - 30 minutes
 Rating: ★★★★★ (566)
 Applies to: Word 2010
 Download: [Offline Version](#) (83 MB)

About this course

This course includes:

- One self-paced lesson.
- A Quick Reference Card you can print at the end of the course.

Goals

After completing this course you will be able to:

- Generate and update a TOC
- Prepare headings so they'll be included in the TOC
- Change TOC settings
- Modify TOC styles
- Remove a TOC

Before you begin

If you want task summaries or to create a table of contents manually, instead of having Word generate it, see [Create a table of contents or update a table of contents](#).

See more courses on [Microsoft Office Training](#).

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Feedback
Quick Reference Card

Business Plan – Your Template

**You may give away this report.
It may not be sold or modified in any manner.**

Disclaimer

Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical or professional advice of any kind. No Liability: this product is supplied “as is” and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the “No Liability” policy. If you do not agree with this policy, you are not permitted to use or distribute this product. Neither the author, the publisher nor the distributor of this material shall be liable for any losses or damages whatsoever (including, without limitation, consequential loss or damage) directly or indirectly arising from the use of this product. Use at your own risk.

Business Plan – Your Template

Familiarize yourself with the different types of business plan before you create your own. Once your research is done, you can use this template to fill in your plan. (Be sure to keep a blank Master Copy.)

Instructions

1. Replace everything in square brackets with your own unique data.

Example:

Replace [youremailaddress.com] with mandysmith@officeservices.com

Do not include the square brackets.

2. Once you have filled in the questions, delete the actual questions and instructions, and keep your data.
3. Once you have filled in the questions, delete this page to reset page numbers.
4. You can put your Mission Statement on a separate page... or fit it where you think it is most appropriate (within the first four pages)
5. Add or delete sections not relevant to your Business Plan purpose
6. The bigger your business, the more detailed and complete your descriptions and charts should be – especially if you are seeking financial backing
7. If you are applying for assistance from a government or commerce-funded program, be sure to address their specific requests
8. If you are provided personal information about key management team members, include a headshot and/or CV listing their accomplishments and accreditations
9. Include as many surveys, charts, graphs and external data as you can to support your statements

Important: **Delete this page**, when you have finished customizing your plan.

Your Company Name

[Plan Type e.g. Feasibility Study]
[Your Name]
(000) 000-0000
[youremailaddress.com]
[Date]



[Name of Organization Plan is
being presented to]

Table of Contents

When you have finished customizing this template with your business plan data, return here, delete these instructions and create your TOC MS Word; either automatically or manually.

- If you don't know how to create a fluid TOC, you can find a "quick reference card" at [Microsoft Office Help](#).
- For a more detailed video course (broken down into short video sections), go to the [Microsoft Office TOC Overview](#).

The screenshot shows the Microsoft Office Training website interface. At the top, there is a navigation bar with links for HOME, MY OFFICE, PRODUCTS, SUPPORT, IMAGES, TEMPLATES, and STORE. Below this is a search bar labeled 'Search all of Office.com'. The main content area is titled 'Create and customize a table of contents' and includes a 'Page 1 of 9 NEXT' indicator. On the left, there is an 'Overview' sidebar with a list of topics: 'Generate and update a table of contents', 'Prepare headings by using built-in styles', 'Mark other styles for inclusion in the TOC', 'Use outline levels to mark text for the TOC', 'Control TOC content and formatting', 'Customize the TOC by changing styles', and 'Remove a TOC'. The main content area features a course card with a 'Start this course' button highlighted by an orange arrow. The course card includes a description: 'Create a table of contents (TOC) in Word 2010. Prepare document headings so that Word will generate the TOC automatically, and customize the look and settings for the TOC.' It also lists course details: Level: Intermediate, Length: 20 - 30 minutes, Rating: 4.5 stars (566), Applies to: Word 2010, and Download: Offline Version (83 MB). Below the course card, there are three sections: 'About this course' (listing 'One self-paced lesson' and a 'Quick Reference Card'), 'Goals' (listing 'Generate and update a TOC', 'Prepare headings so they'll be included in the TOC', 'Change TOC settings', 'Modify TOC styles', and 'Remove a TOC'), and 'Before you begin' (providing instructions on manual TOC creation). At the bottom of the page, there is a 'Feedback' section and a 'Quick Reference Card' link. A 'Page 1 of 9 NEXT' indicator is also present at the bottom right of the page.

Mission Statement

- If using a paragraph, center in middle of page, along with “Mission Statement” headline.
- If using a single-line slogan or tagline, consider deleting this page and including it prominently elsewhere: E.G. your Cover Page or underneath your Company Profile, if space allows.

Company Profile

Company Name

Address

Website URL:

Contact email:

Phone number(s):

[Company Name] is a [new/existing] business serving the [industry category/niche] market. It operates out of [your location]. It is [a physical] [an online] business. Its legal form is [Sole Proprietorship/Incorporated/a Limited Liability Corporation/other].

Give details re:

- Size
- Management structure
- Number of employees
- Target market and USP (unique selling position)
- Expertise level
- Scope of work
- Hours of operation

Duties and responsibilities of management/key staff/consultants

What your company does

My Market

Customer Profile

Describe your ideal target customer including:

- Location
- Numbers
- Age, marital status, income, number of children, education level, ethnicity
- State whether or not their numbers are growing or declining
- Trends affecting your customer demographic
- What they spend on products/services similar to yours
- Who do they purchase these products or services from?
- Where and how do they buy them?

Competition

[Profile up to three main competitors. You can include mind maps, charts or other graphic representations]

- Who?
- Where?
- Size?
- Market segments they serve
- Give a rough estimate of their sales
- Approximately how long have they been in business?
- Paint a word picture: Sketch out their strengths and weaknesses
- State whether or not they are growing
- What is their market share?
- Where will you fit in?
- How will you overcome any competitive disadvantages?

Market Size and Market Share

- Estimated size (\$) of your target market. Project your share as realistically as possible
- Market Size = Number of Customers x Expenditure Per Customer

Detail what proportion of target market you expect to capture. Explain how you will:

- Increase the size of the market
- Take market share away from existing competitors

***Include printouts of any surveys or data you feel supports your position**

My Marketing Plan

Product and Services

- Describe your product or service mix and depth of service.
- Explain its unique advantage over competitors, and which customer needs it is addressing
- Explain how you envision your product/service mix changing over time
- Detail where consumer demand for your products or services is at (increasing, declining, stable)
- Project where demand will be over the next 2-5 years

Location, Place or Distribution/Delivery

- Where are your target customers located?
- Where will you locate your business – and why?
- How large is your place of business
- What are your costs (initial, monthly and/or one-time: E.G. Purchase of building, rent, taxes, maintenance, utilities, renovation)
- State whether or not you will need parking or public access (include photograph of building exterior, if desired)
- If customers or clients will visit you, describe your building interior
- List any equipment or furniture you will need
- Include a plan-o-gram, if customers or clients will visit your physical premise
- Detail how you plan to display your merchandise, if relevant
- If you will be distributing products via any other means than their visiting the store, detail how (e.g. shipping by UPS, Postal Service)

Pricing

- What you are planning to charge for your products or services
- How did you arrive at your pricing structure and strategy
- How much mark up/profit margin are you allowing
- How do your prices or profit margins compare to your competitors/industry averages?
- Summarize your pricing strategy

Manufacturing Process (if applicable)

Describe how your products will be manufactured, including details about:

- Design and development
- Plant used
- Equipment needed/already owned
- Levels of inventory maintained (parts, supplies, finished product units)
- Lead time in manufacturing process
- Production costs (variable, fixed)
- Quality control

****Include a manufacturing flow chart illustrating your process from A to Z, if desired.***

[1-5 year] Financial Projections

Start-up Costs

Your start-up costs comprise one-time cash amounts outlaid for set up before business is ready to open. This should include:

- Premises
- Business licenses
- Business fees
- Capital equipment (any equipment over \$200.00: E.G. Computer system; refrigerator)
- Renovations
- Inventory (first batch of manufactured physical items that you will open with)
- Supplies and materials
- Any other miscellaneous start up costs

Sales Forecast

Provide a summary of the people or organizations most likely to purchase your product(s) or services.

- Particularly address the most urgent need they would be seeking to address, or which major benefits would attract them
- If they will visit your physical location, explain how many of this demographic is located in your market area
- Detail their primary concern or attraction, when purchasing your products or services: (Price? Quality? Ease of use? Unique solution? Other? _____)
- Detail purchase cycle. (Daily? Weekly? Monthly? One time? Other? _____)
- Detail any season patterns likely to affect your sales, either positively or negatively
- How much (in dollars and/or units) would a typical customer invest in per purchase visit?

Promotion

- How likely is your target audience to become aware of your new business organically, without promotion?
- How will you make sure your customers hear about your products or services? (Newspapers, radio, TV, affiliate program, word of mouth, distributors, agents, other _____)
- Sketch out your promotion budget, paying particular attention to expenditure vs. return-on-investment (ROI). (Remember that these are projections, and don't get too uptight being exact.)

***Total all of the above and also include your one-time startup costs in your cash flow projection.**

Summary

Finish off by summarizing your business – and where you see it in 2-5 years.