[Insert Logo or Photo Here]

Enter Business Name:

Business Plan

Owner’s Name:

Enter Date:

Instructions:

Type all text in **black** *(Including the business name in the footer of each page)*. Once your business plan is complete, go through and delete all **Green** instructional text. Choose a font that suits your business & personal style.

Executive Summary

Fill out this portion of your business plan ***last.*** This will be a short summary of most of the other elements in your business plan. The Executive Summary should not be longer than one page.

Business Description

Here, describe your business idea in one or two sentences. What are the most important things someone should know about your business?

Products & Services

Here, briefly describe the kinds of products/services your business will sell.

Goals

Describe the future goals and outlook for your business. What do you hope to achieve in the future? What does success look like for your business, in the next 3-10 years?

Target Market

Who are your ideal customers?

Funding

If you are looking to receive a loan, how much money are you looking for? How will that money be used?

Company Description

Company Mission Statement

What is your company’s reason for being? What is the mission of your business? Keep this to one or two sentences.

Company Goals

Go into more detail about what goals you have for your business, and what success looks like to you. Where do you hope your business will be in the future? What are the benchmarks for success? Talk about growth for your business and what the ideal timeline for growth for your business is.

Industry

Describe the industry your business is in and what makes your business stand apart. Is this industry becoming more popular or less popular? What does the future for this industry look like, and how will your business successfully compete in the future?

Legal Structure

Is your business an LLC, Sole Proprietorship, partnership, or corporation? Why?

If there is more than one owner of your business, talk about how ownership is divided. Include any information about investors and what percentage of shares the investors own.

Products & Services

What is the problem that your product or service is trying to solve?

In a bullet point list, list the products and services your business will offer, and how you will price them.

How much will the items cost? If it varies, how do you determine the price? Mention if the purchases are subscription based, etc.

Products and Services Include:

* [Begin list here.]

Are there any features that give you a competitive advantage? Mention if there are any competitors selling a similar product or service, and how yours differs. Do you have a patent for any products? Are these products/services in high demand and/or short supply?

Who are your suppliers?

Marketing Plan

Market Research

Talk about the total size of your industry. Talk about if your industry is growing or shrinking. What does the future look like for your industry? What is trending in your industry? What does your industry look like in the area you are located and/or serving?

Strengths:

In bullet points, explain some of the following:

* What does your business do well?
* What is unique about your business?
* Do you have any brand awareness or customer loyalty?
* What skills do you have that your competitors don’t have?
* How does your team set your business apart?

Weaknesses:

In bullet points, explain some of the following:

* Where can you improve?
* What hurts your business’s ability to perform?
* Are you new or not well known?
* Are you lacking any skills or training?
* Do you have cash flow problems or debt?
* Is your equipment outdated or old?
* What hurts your business’s ability to perform?

Opportunities:

In bullet points, explain some of the following:

* Do your competitors have any weaknesses that you could benefit from?
* Is your target market growing in your favor?
* Are there upcoming events you could benefit from?
* Are there new trends that could benefit you?

Threats:

In bullet points, explain some of the following:

* New competition or difficulty competing with existing competition?
* Could any indirect competitors become direct competitors?
* Are there any industry or economic trends that might hurt your business?
* Are there any social or political trends that might hurt your business?
* Is there any new technology that might hurt your business?

Target Customer

Describe your target customer. If you are selling to individuals, talk about your ideal customer’s age range, gender, where they live, occupation, and income level.

If you are selling to other businesses, talk about their industry, location, size, if you are targeting startups or midsize businesses, and their annual sales.

Key Competitors

Talk about your top competitors. What are their products and services? How much do they charge? How big of a company are they? How do they market their products/services? What do people currently think about them?

Marketing

How will you market your products/services? Talk about the different ways you will advertise and how often advertising will occur.

What image do you want to project of your brand/business? What do you want people to associate with you?

Location

Where will your business be located? How is this location an advantage? Why is this a good location for your business?

Think about convenience, other businesses that are nearby, public transportation nearby, and parking availability.

Operational Plan

Legal Environment

What are the legal requirements for your business? Talk about licenses required, insurances required or recommended, or special regulations.

Production

How will you produce and deliver your product/service? What equipment will you use? How much will production cost?

Inventory

What inventory will you need? Will you need raw materials, supplies, or already finished products?

How much money will you be investing in inventory? What inventory turnover rate do you expect, and how does that compare to competitors or industry averages? How will inventory needs change through the different seasons?

Suppliers

In a bullet point list, name your suppliers and describe your relationship with them. Talk about any benefits or downsides to working with them.

Management and Organization

Owners & Key Employees

In a bullet point list, name owners and key employees. Speak briefly about their experience (1 or 2 sentences).

Gaps

Explain how any gaps in experience will be filled. This may be services you hire for your business, such as an accountant or attorney.

Advisors

List members of your advisory/support team. Include mentors, advisors, board members, and other consultants.

Funding

In a bullet point list, talk about the items you are looking for funding for and how much those items will cost.