



# Business Plan Template

Follow this template to construct a business plan that's tailored to your goals, objectives, and needs.



# Table of contents

---

<b>01</b>	<b><u>Executive summary</u></b>	03
<b>02</b>	<b><u>Company description</u></b>	04
<b>03</b>	<b><u>Market research and potential</u></b>	06
<b>04</b>	<b><u>Competitive analysis</u></b>	06
<b>05</b>	<b><u>Product or service</u></b>	07
<b>06</b>	<b><u>Marketing and sales strategy</u></b>	08
<b>07</b>	<b><u>Business financials</u></b>	09
<b>08</b>	<b><u>Organization and management</u></b>	10
<b>09</b>	<b><u>Funding request</u></b>	11
<b>10</b>	<b><u>Appendix of official documents</u></b>	11

Who are my target customers?

What needs do my customers have?

What is my product/service?

What problem does my product/service solve?

Who are my competitors?

What are the differentiating key features of my product/service?

## **Mission statement:**

Write a paragraph from the information you list below.

- What motivates me? What experiences led me to create this business? Why do I care about solving the problems I'm targeting?

## **Company history:**

Write one to two paragraphs about the following information.

- Founding date:
  
- Company milestones:
  
- Location(s):
  
- Leadership structure:
  
- Number of employees:
  
- Flagship products/services:

## Business objectives:

Write one to two paragraphs about the following information.

- What is my specific objective?
- How do I measure this goal?
- How will I achieve this goal?
- Is this goal reasonable? Why?
- What's the time frame of this goal?



# Market research and potential

---

03

## Business objectives:

Write one to two paragraphs summarizing the following demographic information.

- Where is my target market located? \_\_\_\_\_
- What is my target market's income? \_\_\_\_\_
- What age groups are in my target market? \_\_\_\_\_
- What genders are in my target market? \_\_\_\_\_
- What education does my target market have? \_\_\_\_\_
- What are my target market's common professions? \_\_\_\_\_
- What hobbies does my target market have? \_\_\_\_\_

## Competitive analysis

---

04

Expand on the information you included in your executive summary in one to two paragraphs.

- Who is/are my main competitor(s)?
  
  
  
  
  
  
  
  
  
  
- Why are they my main competitors?
  
  
  
  
  
  
  
  
  
  
- How are they competitive against my product/service?

Highlight your offering in a brief description that considers the following questions.

## **Benefits:**

- What unique features does my product/service offer?
- How do these features translate into benefits for my target market?
- What are the emotional and practical payoffs to my customers?
- What intellectual property rights protect my product/service?

## **Production process:**

- How do I create my product/service?
- How do I source raw materials or components, if any?
- How are parts assembled? (Manufacturing or otherwise)
- How do I maintain quality control and quality assurance?
- How do I handle reception and delivery of parts and products? (Supply chain logistics)

## **Production life cycle:**

- What does the time between purchases look like?
- How do I up-, cross-, and down-sell products/services?
- Do I have any future plans for research and development?

# **Marketing and sales strategy**

---

# **06**

**Briefly reiterate your growth strategies (value proposition, target market, existing customer segments), then add the following information.**

- What's my launch plan to attract new business?
- What growth tactics will help my established business expand?
- What retention strategies (customer loyalty, referral programs, etc.) will I utilize?
- What are my advertising and promotion channels?



When possible, provide at least three years' worth of reporting in the inclusions below. Make sure figures are accurate, and don't provide profit and loss projections before carefully double-checking your past statements for justification.

- Income statements
- Profit and loss statements
- Cash flow statements
- Balance sheets

## Answer:

- How much of my revenue do I retain as net income? \_\_\_\_\_
- What's my ratio of liquidity to debt repayment ability? \_\_\_\_\_
- How often do I collect on my invoices? \_\_\_\_\_



Identify your team in a bulleted list and explain why they can either turn your business idea into a reality or continue to grow it.

**Team member, Role:** \_\_\_\_\_

- Education: \_\_\_\_\_
- Professional background: \_\_\_\_\_
- Awards and honors: \_\_\_\_\_
- Notable clients: \_\_\_\_\_

**Team member, Role:** \_\_\_\_\_

- Education: \_\_\_\_\_
- Professional background: \_\_\_\_\_
- Awards and honors: \_\_\_\_\_
- Notable clients: \_\_\_\_\_

**Team member, Role:** \_\_\_\_\_

- Education: \_\_\_\_\_
- Professional background: \_\_\_\_\_
- Awards and honors: \_\_\_\_\_
- Notable clients: \_\_\_\_\_

## Showcasing the larger team

- Number of employees: \_\_\_\_\_
- Cumulative years of experience: \_\_\_\_\_
- Awards and honors: \_\_\_\_\_
- Notable clients: \_\_\_\_\_

# Funding request

Create a brief summary of exactly how much you're asking for, and what that amount will go to. Be as specific as possible.

**Requested amount and form (loan, equity, etc.):** \_\_\_\_\_

**Projected primary ongoing annual expenses with dollar value:**

- **Example:** Payroll (labor): \$612,360
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Appendix of official documents

Assemble a well-organized appendix for investors and employees to reference, including:

- Deeds, local permits, and legal documents
- Certifications that bolster your credibility
- Business registries and professional licenses
- Patents and intellectual properties
- Industry associations and memberships
- State and federal identification numbers or codes
- Key customer contracts and purchase orders

As you include documents in the appendix, create a miniature table of contents and footnotes throughout the rest of the plan linking to or calling attention to them.