Top of Form

[Company Name]

[Company Logo]

BUSINESS PLAN

[Date Created]

[Your Name]

[Your Email Address]

[Your Phone Number]

[Your Website]

[Your Address]

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[NAME OF BUSINESS] EXECUTIVE SUMMARY [Details] *No longer than two pages.*  
  
Product or Service [Details]  
  
Potential Customers [Details]  
  
Company Ownership [Details].  
  
Company Future and Projections [Details]  
  
Financing Needed [Details] *This section applies if you are using your business plan to apply for a loan. Include how much financing you need, and details of how you are going to use it to make your business more profitable.*  
[NAME OF BUSINESS] COMPANY DESCRIPTION [Details]  
  
Mission Statement [Details] *This section would include your company's reason for being and guiding principles in 30 words or less.*  
Company Philosophy [Details]  
  
Company Goals and Objectives [Details]:  
  
Founders, Formation History and Legal Entity [Details]  
  
Target Market [Details] *At this point you need to include a brief outline of your target market. You will go into more detail when you get to your marketing plan.*  
Competitors [Details] *A detailed analysis of your competitors, their competitive advantage, and your competitive advantage.*  
Current Business Status [Details] This *section would be applicable only if you have an existing business.*  
Achievements to Date [Details] *This section would apply only if you have an existing business.*[NAME OF BUSINESS] PRODUCTS AND SERVICES  
  
Core Product or Service [Details]  
  
Competitive Advantage [Details]  
  
Pricing [Details]  
  
[NAME OF BUSINESS] MARKETING PLAN *Include specifics such as statistics, numbers and sources. Your marketing plan forms the basis of your sales projection at a later stage.*  
Target Market Research [Details] *A detailed analysis of your target market's market segments, spending habits and potential growth.*  
SWOT Analysis [Details] *This is an analysis of your company and product or service's strengths, weaknesses, opportunities and threats it faces.*  
Competition [Details]  
  
Niche [Details]  
  
Marketing Strategy [Details]  
  
Marketing Channels to be Used [Details]  
  
Marketing Budget [Details]  
  
[NAME OF BUSINESS] OPERATIONAL PLAN  
  
Premises Requirements [Details]  
  
Legal and Accounting Requirements [Details]  
  
Personnel Requirements [Details]  
  
Inventory Management [Details]  
  
Equipment and Technology Needs [Details] *A breakdown of your business's equipment, as well as equipment you are planning to buy.*  
Logistics and Distribution [Details]  
  
Order and Fulfilment Processes [Details]  
  
Suppliers [Details]  
  
Credit Policies [Details] If applicable)  
  
MANAGEMENT  
  
Founders and Executive Team: [Details]  
  
Owners and Shareholders [Details]  
  
Board of Directors [Details]  
  
Management [Details] *Your management team's credentials—including yours—and their involvement in the business.*Advisors and Consultants [Details] *This includes investors, bankers, attorneys, accountants, mentors, family and anybody else who will be supporting your business.*  
[NAME OF BUSINESS] OWNERSHIP'S PERSONAL FINANCIAL STATEMENTS [Details] *This section would include owners and major stockholders' personal financial statements showing their personal net worth, assets and liabilities.*  
[NAME OF BUSINESS] FINANCIAL PLAN  
  
Current Balance Sheet [Details]  
  
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Financial Projections for 12 Months [Details]  
  
Cash Flow Budget for One Year [Details]  
  
Capital Available to Invest [Details]  
  
Break-even Analysis [Details]  
  
Financing Needed [Details]  
  
Security Available: [Details]  
  
APPENDICES *Includes detailed, bulky items such as brochures, studies, plans, maps, photos, articles, drawings, market research studies and more.*