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]

Projected Balance Sheet After 12 Months [Details]

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.*