Online Business Plan

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# Executive Summary

[Name of business] is a new online business that will be established in [city/town] by founders [list names of founders]. The online business will focus on providing [insert online business product or service].

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure equipment and domain ownership.

## Mission Statement

“[Business name] exists to [aim of business and gap in the market it will fill].”

## Distinctives

## Investment Opportunities

Although [business name] has enough capital to begin operating on a small scale, capital from private investors in the business will be needed to purchase additional inventory, upgrade the website, and hire employees. This will be achieved through a combination of loans and subscriptions or contracts.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Launch

[Business name] will launch its website by advertising on social media platforms such as [list social media platforms that the business will have accounts on]. [Business name] will also set up an email marketing campaign.

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from [sale of products or provision of services].

Operations & Management

## Leadership

**Owner –**

**Social media manager –**

# Marketing

## Product/Service Description

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Press/Media Coverage
    3. Loyalty Incentives
    4. Merchandise
    5. Charity

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# 

# Competition

Other online businesses like [list competitors] provide a similar service/product, but [business name] differs because of [list how your online business stands out].

* [Competitor name] – Brief description.
* [Competitor name] – Brief description.
* [Competitor name] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/statement-of-sources-and-uses-download-201908151.xlsx)

## Financial Operations

1. Hours of Operation
2. Staffing
3. Professional Services

## Revenue Projections

## Break Even Point

[Business name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your online business has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Expanding your inventory selection
* Purchasing more equipment to increase your production volume