Subscription Box Business Plan

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# Executive Summary

[Name of business] is a new subscription box business that will be established in [city/town] by founders [list names of founders]. The subscription box business will focus on providing [insert types of products that will be in your subscription box].

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 [monthly subscriptions].

Operations & Management

## Leadership

**Owner –**

**Social media manager –**

**Website developer –**

# Marketing

## Product/Service Description

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Press/Media Coverage
    3. Loyalty Incentives
    4. Affiliate Programs

## SWOT Analysis

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

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

# Competition

Other subscription box businesses like [list competitors] provide a similar service/product, but [business name] differs because of [list how your subscription box 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 subscription box 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