

# Business Plan

## Executive Summary

There are 4 basic elements of this part of the plan. The last element is usually done after the rest of the plan has been written. However, go ahead and fill out the below to get your first draft.

### Part 1: Name and location of your business.

Name of Business: \_\_\_\_\_

Location of Business: \_\_\_\_\_

Date Business Started: \_\_\_\_\_

Any other Names Business is known: \_\_\_\_\_

Your tagline: \_\_\_\_\_

### Part 2: Provided Products/Services

How many products do you have: \_\_\_\_\_

What products or services do you provide: \_\_\_\_\_

\_\_\_\_\_

How do you deliver those products to the customer: \_\_\_\_\_

\_\_\_\_\_

### Part 3: Vision & Mission Statements

Attach your statements from the exercise Mission and Vision Statements in the previous section.

### Part 4: Your Purpose for this Plan

What is a clear and concise reason you are submitting this plan to someone?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Business Plan

## Company Description

The second part of your business plan is the Company Description. This is where you describe some details about your company. Answer the below questions to get a start on this part of your business plan.

Name of your company:

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What entity is your company:

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What does your company do:

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What market are you in:

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Will you have employees in the foreseeable future:

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Capital that you are seeking and why: \$

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# Business Plan

## Business Description

Your Business Description is the third part of your business plan. Here you will be talking about your industry as well as the products or services you will be offering.

Page 1 of 2

What is the opportunity you are providing to an investor?

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What are the problems (pains) that your Ideal Client have?

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What is your solution to that problem?

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What are the products or services you provide?

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Who is your direct competition?

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What is the price they charge for a similar solution?

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How do you deliver your product or service to your customer?

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# Business Plan

## Business Description

Your Business Description is the third part of your business plan. Here you will be talking about your industry as well as the products or services you will be offering.

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The following are only needed if they apply to your specific business.

### Geographical

Where is your business located: \_\_\_\_\_

Where is your Ideal Client located: \_\_\_\_\_

Does your business only cater to locals? Yes / No

If not, how do you deliver your product or service to the customer? \_\_\_\_\_

\_\_\_\_\_

### Market Conditions

What is the market like at this moment? \_\_\_\_\_

\_\_\_\_\_

Who are your competitors? \_\_\_\_\_

\_\_\_\_\_

What are their price points? \_\_\_\_\_

\_\_\_\_\_

How are you different? \_\_\_\_\_

\_\_\_\_\_

### Key Participants

Are you dependent upon others for supplies in order for you to provide your service /product? Yes / No

If so, who are they? \_\_\_\_\_

What is your plan if something happened to them or their prices go up? \_\_\_\_\_

\_\_\_\_\_

How is this relationship structured? \_\_\_\_\_

\_\_\_\_\_

### Pricing

What is your cost to provide your product or service? \_\_\_\_\_

What is your price to the customer? \_\_\_\_\_

Do you foresee a rise in cost to you, if so how much? \_\_\_\_\_

What is the price difference to your competitors and why? \_\_\_\_\_

\_\_\_\_\_



# Business Plan

## Market Analysis

The Market Analysis section of a business plan is a pivotal aspect to help you and any potential investor understand what is going on in the market that you are getting into. By having a good grasp on market conditions for your specific industry will help you make the best financial decisions.

Page 1 of 2

### Your Market

What is your market? \_\_\_\_\_

\_\_\_\_\_

How competitive is your market? \_\_\_\_\_

\_\_\_\_\_

Where do you see growth in your market? \_\_\_\_\_

\_\_\_\_\_

What is the size of your market? \_\_\_\_\_

\_\_\_\_\_

What is the size of the customer base in your market locally? \_\_\_\_\_

\_\_\_\_\_

What is the size of the customer base in your market on a larger level? \_\_\_\_\_

\_\_\_\_\_

What is potential profit margin (customer base \* profit per sale)? \_\_\_\_\_

\_\_\_\_\_



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Page 2 of 2

### SWOT Analysis

What are your **Strengths**? \_\_\_\_\_

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What are your **Weaknesses**? \_\_\_\_\_

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What are your **Opportunities**? \_\_\_\_\_

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What are your **Threats**? \_\_\_\_\_

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# Business Plan

## Operating Plan

As the name indicates this is how you plan to run your business. You need to know some very specific details about your business in order to complete this part of the business plan.

Page 1 of 6

### Plan Basics

What is the product or service you provide? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What is your expected growth now and in the near future? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who and what are the management responsibilities for you and your management team? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How do you get your product or service into the hands of your client? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What do you use to create your product or service? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What software systems do you utilize to deliver your product or service? \_\_\_\_\_

\_\_\_\_\_



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Page 2 of 6

What technology do you use for day to day operations? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The following is optional information. Fill these out as accurately as possible, if needed.

### Location

What is the address of your business? \_\_\_\_\_

Do you own, rent or share your address? \_\_\_\_\_

What size of place do you need? \_\_\_\_\_

What features about the location do you need? \_\_\_\_\_

\_\_\_\_\_

Does this location allow for growth? \_\_\_\_\_

\_\_\_\_\_

Do you need special tools or equipment for your operation? If so, what is it? \_\_\_\_\_

\_\_\_\_\_

### Order Fulfillment

How do you deliver your product or service to the client? \_\_\_\_\_

What software or apps do you need to deliver your service? \_\_\_\_\_

How do you keep track of your customers for repeat sales? \_\_\_\_\_

\_\_\_\_\_





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How do you communicate with your customers? \_\_\_\_\_

\_\_\_\_\_

How do you manage sales data? \_\_\_\_\_

\_\_\_\_\_

### Payment Collection

What forms of payment do you take? \_\_\_\_\_

If you take credit cards, how do they pay? \_\_\_\_\_

\_\_\_\_\_

How do you insure their payment is secure? \_\_\_\_\_

\_\_\_\_\_

Do you have different pricing plans or discounts if they buy a lot from you? \_\_\_\_\_

\_\_\_\_\_

Do you offer installment plans? If so, what is that structure? \_\_\_\_\_

\_\_\_\_\_

Do you offer loyalty discounts? \_\_\_\_\_

\_\_\_\_\_

Do you offer monthly payment service? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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## Operating Plan

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Page 4 of 6

How do you communicate with your customers? \_\_\_\_\_

\_\_\_\_\_

How do you manage sales data? \_\_\_\_\_

\_\_\_\_\_

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What forms of payment do you take? \_\_\_\_\_

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## Technology

Do you need local hardware for the operation of your business (e.g., credit card processor)? \_\_\_\_\_

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Do you use mobile phone apps, if so which ones? \_\_\_\_\_

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Do you need the use of computer software (e.g., CRMs)? \_\_\_\_\_

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Do you use the cloud to store data? Yes / No

How do you ensure your data is secure? \_\_\_\_\_

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How often do you backup your data? \_\_\_\_\_

What do you use to backup the data? \_\_\_\_\_

What other technology does your business require? \_\_\_\_\_

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# Business Plan

# Operating Plan

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## Loyal Customers

Do you give repeat customers discounts, if so, what kind of discount? \_\_\_\_\_

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Do you use any type of affiliate marketing system? \_\_\_\_\_

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Do you have a referral program when a customer sends a new client your way? \_\_\_\_\_

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## Employee Skillset

How many employees do you need to start or maintain your current level of operation? What positions do they hold? \_\_\_\_\_

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How many new employees will you need (and what positions) in order for you to grow? \_\_\_\_\_

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# Business Plan

## Marketing & Sales Plan

This plan is the backbone and the most important part of your business plan. It is how you get your name to the public so that they can come into your store and buy. There are many aspects to this part of the plan. Some of these can be free and others can cost a lot. It is up to you to figure out which.

Page 1 of 2

What is some "copy" that you will use to market yourself? This can include the use of your tagline. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Professional Marketing Company

Do you use a professional marketing company? \_\_\_\_\_

What can you afford and for how long? \_\_\_\_\_

\_\_\_\_\_

### Marketing Online

Do you advertise with paid ads? If so, which platform(s)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is your weekly budget for this type of advertising? \_\_\_\_\_

How long can you sustain this cost? \_\_\_\_\_

### Marketing with Direct Mail

Do you use direct mail? \_\_\_\_\_

What is your weekly budget for this type of advertising? \_\_\_\_\_

How long can you sustain this cost? \_\_\_\_\_

### Marketing with Local Media

Do you use TV or Radio advertising? \_\_\_\_\_

What is your weekly budget for this type of advertising? \_\_\_\_\_

How long can you sustain this cost? \_\_\_\_\_



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Page 2 of 2

### Sponsorships

Would you consider being a sponsor? Yes / No

How much are you willing or able to sponsor? \_\_\_\_\_

Would you sponsor a local sporting team? \_\_\_\_\_

Would you sponsor a local charity? \_\_\_\_\_

Would you sponsor a church or other local event? \_\_\_\_\_

### Email campaigns, SEO, and Blogging

Do you write blogs or video blog (vlogs)? \_\_\_\_\_

Do you understand the use of links and backlinks? \_\_\_\_\_

Would you hire someone to write for you? \_\_\_\_\_

Do you understand effective use of building a list and an email campaign? \_\_\_\_\_

### Printed Ads

What is your budget for printed ads? \_\_\_\_\_

Would you place an ad in a magazine, if so which one? \_\_\_\_\_

Would you advertise in a newspaper? \_\_\_\_\_

Would you advertise on a large billboard? \_\_\_\_\_

### Sales Plan

How do you pay the people who sell for you? Are they commissioned base, salaried, or a part of both? \_\_\_\_\_

How much do you pay them (percentage or hourly)? \_\_\_\_\_

Do you offer bonuses for hitting certain thresholds? If so, what is the criteria? \_\_\_\_\_





# Business Plan

## Financial Plan

This is the actual current and projected numbers for the operation of your business. This is the part that most people fear and is the reason they don't complete their business plan. It is not too difficult to do if you understand the basic of formulas in a spreadsheet.

Page 1 of 3

You will need to know the values on a monthly and annual basis. Fill out the below table to get started. For the sake of simplicity, we are assuming you are starting on January 1.

| Item                                   | One-Time or Monthly / Annual | One-Time Cost | Monthly Cost | Annual Total Cost |
|----------------------------------------|------------------------------|---------------|--------------|-------------------|
| Security Deposit                       | One-time                     |               |              |                   |
| Monthly Rent                           | Monthly                      |               |              |                   |
| Employee Salaries                      |                              |               |              |                   |
| Employee Payroll, taxes and insurances |                              |               |              |                   |
| Lease of Equipment                     |                              |               |              |                   |
| Utilities                              |                              |               |              |                   |
| Security on Premises                   |                              |               |              |                   |
| Telephone and Internet                 |                              |               |              |                   |
| Postage and Shipping                   |                              |               |              |                   |
| Computer Equipment                     |                              |               |              |                   |
| Computer Software                      |                              |               |              |                   |



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| Item                            | One-Time or Monthly / Annual | One-Time Cost | Monthly Cost | Annual Total Cost |
|---------------------------------|------------------------------|---------------|--------------|-------------------|
| Computer Membership Fees        |                              |               |              |                   |
| Office Equipment                |                              |               |              |                   |
| Office Furniture                |                              |               |              |                   |
| Other Equipment                 |                              |               |              |                   |
| Business and Office Insurance   |                              |               |              |                   |
| Office Supplies                 |                              |               |              |                   |
| Office Expenses                 | Monthly                      |               |              |                   |
| Office Expenses                 | One-time                     |               |              |                   |
| Membership Expenses             |                              |               |              |                   |
| Credit Card Processing Expenses |                              |               |              |                   |
| Bank Fees                       |                              |               |              |                   |



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| Item                                 | One-Time or Monthly / Annual | One-Time Cost   | Monthly Cost | Annual Total Cost |
|--------------------------------------|------------------------------|-----------------|--------------|-------------------|
| Business Licenses, Fees, and Permits |                              |                 |              |                   |
| Professional Services                |                              |                 |              |                   |
| Consultants                          |                              |                 |              |                   |
| Miscellaneous                        |                              |                 |              |                   |
| Travel and Entertainment             |                              |                 |              |                   |
| Working Capital                      |                              |                 |              |                   |
| Cash-On-Hand                         |                              |                 |              |                   |
| Other                                |                              |                 |              |                   |
| Other                                |                              |                 |              |                   |
| <b>Total</b>                         |                              | <b>\$ _____</b> |              | <b>\$ _____</b>   |

This determines your monthly and annual budget. Be aware one-time fees will not carry over into the following year.

