



Business Plan Template

Place Company Logo Here

Business Plan

Owner's Names

Name of Business

Address

Phone Number

Email Address

Website

Elements of the Business Plan

Cover Page

Table of Contents

Executive Summary

This is actually written last as a summary of the entire plan and to entice your reader to want to continue reading.

Business Description

Provide a clear and detailed description of the business. Items to include are business stage, location, owners and their backgrounds, company structure and company goals.

Products and/or Services

Describe the products and/or services you will be offering and the unique benefits of these products and/or services. Be as detailed and specific as possible and include pricing and mark-up information.

Market Observations & Analysis

Describe the unmet need that your product and/or services fills. Be specific on who your customers will be and how they will know about your product and/or service. Talk about the size of your market, your competitors, and the current and future state of the industry you are in as well as any pre-sales.

Marketing Plan

Explain how customers will get your products and/or services. Who is responsible for selling the products and/or services? What method(s) will be used to make customers aware of your offering? What will the initial strategy entail and the ongoing strategy?

Management and Operations

Discuss the legal organization of the business and who the owners are. Talk about key advisors and include background information on key employees. Who will manage the business on a day-to-day basis? Discuss hours of operation, facility needs, labor availability, accounting system, suppliers, insurance coverage, etc.

Financial Plan

Describe the financial need of the business and how the funds will be used. Include information on startup costs, cash flows, income projections, balance sheet and personal financial position.

Attachments and Additional Documentation

Attach any necessary financial documents and supporting information.

Executive Summary

This portion is written after the rest of the document is completed. It should include an enthusiastic snapshot of your company. Explain who you are, what you do, and why. Keep this section brief.

Business Description

Provide a clear and detailed description of the business. Items to include are business stage, location, owners and their backgrounds, company structure and company goals. Also include items such as:

- Business Purpose
- Business goals
- Information about Business growth
- Brief history of Business

Products and/or Services

Describe the products and/or services you will be offering and the unique benefits of these products and/or services. Be as detailed and specific as possible. Include items such as:

- What need does your product/service satisfy?
- Price?
- What unique benefits does it have?
- Cost to produce?

Market Observations & Analysis

Describe the unmet need that your product and/or services fills. Explain who your customers will be and how they will know about your product and/or service. Talk about the size of your market, your competitors, and the current and future state of the industry you are in.

- Geographic Profile of customers
- Market Size
- Competitive Advantage/Disadvantage
- Local Economy
- Demographic Profile of customers
- Competition
- Strengths and Weaknesses
- Barriers to entering the industry

Marketing Plan

Explain how customers will get your products and/or services. Who is responsible for selling the products and/or services? What method(s) will be used to make customers aware of your offering? What will the initial strategy entail and the ongoing strategy?

- Pricing of Advertising
- Promotion
- Frequency of Advertising

Management and Operations

Discuss the legal organization of the business and who the owners are. Talk about key advisors and include background information on key employees. Who will manage the business on a day-to-day basis? Discuss hours of operation, facility needs, labor availability, accounting system, suppliers, insurance coverage, etc.

Financial Plan

Describe the financial need of the business and how the funds will be used. Include information on startup costs, cash flows, income projections, balance sheet and personal financial position.

Attachments and Additional Documentation

Attach necessary financial documents and supporting information. Documents may include:

- Owner's Tax Returns for past 3 years
- Owner's Resume
- Capital Equipment List with pricing
- Inventory List with pricing
- Financial Projections – Income Statement
- Financial Projections – Balance Sheet
- Financial Projections – Cash Flow
- Break-Even Analysis
- Loan Proceeds
- Resumes of Key Employees
- Company brochures
- Printed Advertising
- Press Articles
- Pictures of business and products
- Information supporting growth
- Key Business Agreements such as leases, contracts, etc.



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