

[YOUR COMPANY NAME]

BUSINESS PLAN

Your Name
Your Title
Company Address
Company Phone

1. Executive Summary

- What is your product or service?
- Who are your customers?
- Who owns the business?
- Why should investors invest in your business?
- Write this section last so you can [effectively summarize](#) the whole business plan

2. Business Description

- Provide basic facts about the company
- Describe the owners and some personal history such as experience and education
- Startup date?
- Locations?
- Mission statement
- Goals for your company
- Who is your target market?
- Describe your industry
- How will your business succeed?
- Legal structure—is your business a sole proprietor, partnership, corporation or LLC?

3. Market Analysis

- In-depth description of your target audience—who are they and why did you choose them?
- Target audience's age, gender, location, income, occupation, education level
- Who are your direct competitors?
- Do your competitors just compete on one product or all of your products/services?
- Who are your indirect competitors?
- How will you differentiate your business from your competitors?
- What are the challenges your business may face and how you will deal with them?

- Let investors know that you are aware of the market you're entering into and that you will be able to sustain a successful business

4. Product or Service Line

- Describe your products or services in-depth—what do you offer, how are they manufactured?
- What problems do your products or services solve for customers?
- Use photos, drawings, and marketing materials you may already have to showcase
- What is the [pricing structure](#)?
- How do your prices compare to your competitors?
- Product warranties?
- What is your refund policy?
- Do you provide customer support?
- Copyright or patent filings?
- What methods of distribution will you use to sell your products or services?

5. Marketing and Sales Strategy

- Describe your market research findings or your plan to start market research
- How will you market your business? Example: Online, radio, print, television
- What elements will you use to market your business? For example: your logo, website, social media accounts
- How much do you plan to spend on marketing per month?
- What barriers to entry does your business face? Examples include: high startup costs, high marketing costs, high production costs and hiring employees
- What are some threats your business may face?
- What are some opportunities your business can take advantage of?
- What is your communications strategy?
- What is your sales strategy? List specific sales initiatives
- Do you have any strategic partnerships?

6. Organization and Management

- What is your businesses organizational structure?
- What are the qualifications of your employees and board of directors?
- Do you have an organizational chart?
- What is your [management style](#)?
- Who owns the business and what percentage do they own?
- To what extent are the owners involved in the business?
- Describe the management of the business
- Include information about the management and owner's education and prior experience in the industry

7. Financial Projections

- What is your businesses financial history?
- What do you expect do happen with your businesses finances in the future?
- Include numbers, ratios and graphs of your forecast data

8. Funding Request [if necessary]

- What are your future financial goals?
- What are your funding requirements for the next 5 years?
- How will you use the funds if they shall be received?
- List out the type of funding you would like
- What are your terms for repayment?