

Business Plan Template

1. Executive Summary

- Business Name:
- Business Address:
- Mission Statement: (What is the purpose of your business?)
- Products/Services: (What do you offer?)
- Target Market: (Who are your customers?)
- Financial Summary: (Basic financial overview – e.g., funding needs, projected revenue)

2. Business Description

- Industry Background: (Describe the industry you're entering)
- Business Structure: (Sole proprietorship, LLC, Corporation, etc.)
- Goals and Objectives: (What do you aim to achieve?)

3. Market Research

- Market Analysis: (Describe your target market and its size)
- Competitive Analysis: (Who are your competitors? What makes you different?)
- Marketing Strategy: (How will you promote your products or services?)

4. Organization & Management

- Business Owner(s): (Who is involved in the business?)
- Management Team: (List key personnel and their roles)
- Legal Structure: (Describe the legal structure of your business)

5. Products or Services

- Product/Service Details: (What are you selling or offering?)
- Pricing Structure: (How will you price your products or services?)
- Suppliers or Partners: (List any key suppliers or partners)

6. Marketing and Sales Strategy

- Sales Strategy: (How will you sell your products or services?)
- Advertising & Promotion: (What marketing channels will you use?)
- Customer Retention: (How will you keep customers coming back?)

7. Financial Plan

- Startup Costs: (How much initial investment is required?)
- Revenue Projections: (What are your expected earnings over the next 1–3 years?)

- Funding Requirements: (How much funding do you need, and how will it be used?)
- Break-even Analysis: (When will the business start making a profit?)

8. Appendix

- Additional Documents: (Include any documents like resumes, permits, contracts, etc.)