# 

# **[Your company name here]**

[Add your tagline if you have one]

Business Plan

[Prepared date]

Name:

Email:

Phone:

Website:

Address:

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## **Section 1: Executive Summary**

*The executive summary should grab your reader's attention and encourage them to learn more about your plan. Your summary should be very short and keep your audience in mind. Write this section last.*

### **Business Opportunity**

Our Company:

*Briefly introduce your company. Show that there's an important problem or challenge (current or emerging) that creates an opportunity for your business. Share details about your products or services and what sets them apart from others in the market. Make sure you include key details like expected annual sales, location, management, and ownership.*

### **Market Overview**

Target Market:

*Briefly describe your target market. Break your target market into smaller groups with common needs. Include a short description of what your ideal customer looks like.*

Competition:

*Summarize your competition and your competitive advantage.*

### **Financial Highlights**

Forecast:

*Share a brief overview of your financial targets. What will your projected first and second-year sales be? What are your long-term sales goals?*

Financing Needs:

*If you are writing your business plan to raise money for your business, include a brief summary of what you are looking for and how the funds will be used. If you aren't raising money or getting a loan, you can delete this section.*

## **Section 2: Business Opportunity**

### **Industry Overview**

*Provide statistics and trends that are relevant to the industry your business operates in. Is the industry growing? What are some barriers to entry? Try searching online for trends in your industry. Review articles or reports to see what they are saying and build from there. Explain what makes your business stand out from others in the industry.*

* *Mention existing competition. (You'll explain more in the next section.)*
* *Detail what areas of the market you will target and what makes your offering to customers unique or improved. (You can keep this section short and explain more fully in the Market Analysis & Competition Section)*

### **Products/Services**

Product Description:

*Describe your products and/or services.*

Detail Your Features & Benefits:

*Use the table below to describe the benefits and unique features that will get customers to choose you over others. (Features are what the product or service does. Benefits describe how the feature will help customers in some way.)*

| Product/Service | Feature | Benefit | Advantage |
| --- | --- | --- | --- |
| *Example:*  *Farm to Table Menu* | *Example:*  *All of our meat, eggs, and produce are locally sourced from area farms.* | *Example:*  *Meals are fresher, tastier, and healthier.* | Example:  The customer gets delicious high-quality food and the opportunity to support their community. |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Pricing:

*Describe your products and/or services.*

### **Target Market & Competition**

*This is where you'll want to show that you've researched the target market, studied your competition, and that you're offering something unique that other businesses might not have.*

Target Market:

*Describe your target market. Breaking your market up into smaller groups(segments) will help you target your efforts. Say you’re a food truck, your segments might include catering customers, college students, young professionals, and tourists.*

Our Ideal Customer:

*Use the chart below to show what your ideal customer looks like.*

| **Lifestyle**   * *Hobbies* * *Income* | **Personal Background (Demographics)**   * *Age* * *Married? Single? Kids?* * *Location* |
| --- | --- |
| **Challenges & Pain Points**   * *Limited Options* * *Cost* | **How They Find Information**   * *Internet?* * *Social Media Channels?* |

Market Demand:

*Use research to show the need for your products/services. What portion of the market chooses options like yours? For example, a survey shows consumers in the area spend approximately $425 a month eating out. Of that, $130 is spent at food trucks. What do you believe your average monthly sales will be in the first year?*

Competition:

*This section should explain the competitive landscape. Include the number of other businesses in the market similar to yours. Share what you know about your top three competitors. Who are they? What are their strengths? Weaknesses?*

*Use the chart below to summarize the competition. Remember - you’ll have both direct and indirect competitors. If you’re a food truck, other food trucks are direct competitors, and a local pizza shop is an indirect competitor. Both can satisfy a customer’s hunger, but only one of you gets their money.*

| Competitor Name & Description | Notes |
| --- | --- |
| *Example: The Fresh Gourmet, Specializing in hot and cold sandwiches* | * *Open Monday - Saturday 11 - 9* * *Set location* * *Vegan options* |
| Competitor 1 |  |
| Competitor 2 |  |
| Competitor 3 |  |
| Competitive Advantage |  |
| [Insert Business Name] | [Share what sets you apart - how you are different and better than your competitors] |
| [Insert Business Name] | [Share what sets you apart - how you are different and better than your competitors] |
| [Insert Business Name] | [Share what sets you apart - how you are different and better than your competitors] |

## **Section 3: Execution**

*Describe your strategy to attract customers, including advertising or promotion, sales, distribution, and customer service.*

### **Sales & Marketing Plan**

*Share a detailed plan of how you plan to attract customers and convince them to buy your products or services. What will your promotion and advertising efforts look like?*

Marketing & Advertising Plan:

| Channel | Project Goals | Projected Cost | Q1 | Q2 | Q3 | Q4 |
| --- | --- | --- | --- | --- | --- | --- |
| **Public Relations** |  |  |  |  |  |  |
| Open House |  |  |  |  |  |  |
| Press Releases |  |  |  |  |  |  |
| **Local Marketing** |  |  |  |  |  |  |
| Outdoor |  |  |  |  |  |  |
| **Social Media** |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |
| TikTok |  |  |  |  |  |  |
| **Online** |  |  |  |  |  |  |
| Website |  |  |  |  |  |  |
| Media Alerts |  |  |  |  |  |  |
| Newsletter |  |  |  |  |  |  |
| **Advertising** |  |  |  |  |  |  |
| Print |  |  |  |  |  |  |
| Online |  |  |  |  |  |  |

Sales & Distribution Strategy:

*Where will customers go to purchase your product? Will you sell online? In-store? Both? Will you sell your product directly to consumers or sell through online marketplaces or distributors? If your business will use a sales team to sell, share your sales strategy.*

### **Operational Plan**

*What will your hours of operation be? How will your product be produced and sold or how will you provide your services? Note what you’ve done to date to secure a location for your business, and also list your suppliers and key partners below. Mention any contracts or agreements you may have in place.*

Suppliers & Partners:

*Will you need suppliers or other businesses to provide your products or services? What and how much do you need? Who will supply these products or services? What will they cost? What system will you use to help manage inventory?*

Equipment & Technology:

*What equipment, furniture, fixtures, and technology will be needed? Will you buy, lease, or rent? What are the associated costs?*

## **Section 4: Company Overview**

### **Legal Structure**

*Will you operate as a sole proprietor, partnership, limited liability company, or S Corp? Which state will the business be incorporated in?*

### **Location**

*Share details about the space you will use to run your business. Where is it? What makes the location good for your business? Parking? Customer access? Foot traffic? Will you own or rent the building?*

### **Team & Skills**

*Show that you have the right team in place to run your business. Include the name, title, and background of each team member.*

## **Section 5: Financial Plan**

*To complete this section, we recommend using financial projection templates and simply attaching your detailed financial statements here.*