
Business Plan For:

Name of Your Business

Completed:

Date the Business Plan was Created

The business is owned by: (Name of the owners and a brief description of their management skills/experience)

Owner #1: _____
(Name of Owner)

(Description of Management Skills/Experience)

Owner #2: _____
(Name of Owner)

(Description of Management Skills/Experience)

Owner #3: _____
(Name of Owner)

(Description of Management Skills/Experience)

The business employs/will employ the following key employees/advisors (Name top 3)

Employee/Advisor #1: _____
(Name of Employee/Advisor)

(Description of Management Skills/Experience)

Employee/Advisor #2: _____
(Name of Employee/Advisor)

(Description of Management Skills/Experience)

Employee/Advisor #3: _____
(Name of Employee/Advisor)

(Description of Management Skills/Experience)

Currently, my business employs _____ employees.
(Number of Employees)

The following are my key vendors/suppliers: (List their name, location, what is provided and any payment terms)

Vendor/Supplier #1: _____
(Name and Location of Vendor/Supplier)

(Product/Supplies provided to your business)

(Payment Terms)

Vendor/Supplier #2: _____
(Name and Location of Vendor/Supplier)

(Product/Supplies provided to your business)

(Payment Terms)

Vendor/Supplier #3: _____
(Name and Location of Vendor/Supplier)

(Product/Supplies provided to your business)

(Payment Terms)

Following is a brief description of the day-to-day operations of my business:

Marketing

My business is in the _____ industry, which is:
(Name type of industry)

Check One: ___New; ___Expanding; ___Stable. The industry size is _____
(Size of Industry: potential customers, clients and number of competing businesses)

The trends within my industry are: (Briefly describe the prevailing trends)

The following is a depiction of my target market: (Briefly describe the markets you're targeting)

My business provides/will provide the following quality/price combination: (Check ONE Only)

___ Low Price/Low Quality; ___ Low Price/Medium Quality; ___ Low Price/High Quality

___ Med. Price/Low Quality; ___ Med. Price/Medium Quality; ___ Med. Price/High Quality

___ High Price/Low Quality; ___ High Price/Medium Quality; ___ High Price/High Quality

Following are prices for my top 5 product/services which will realize the following gross profit:

<i>Product/Service</i>	<i>Price</i>	<i>Cost of Goods</i>	<i>Gross Profit</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

The overall gross profit margin for my business is/will be: _____
Round up or down to the nearest % (e.g. 59%)

My main competitors are: _____
(Name 1 or 2 Competitors)

and their strengths and weaknesses are: _____
(Describe how your competitors stack up in terms of price, quality, service, location, convenience, reputation, range of services, etc.)

My business will use/uses the following marketing strategies:

(Choose 5 and rank importance 1-5)

- Phone Calls
- Website
- Outside Sales
- Search Engine Optimization (SEO)
- Tradeshows/Conventions
- Email
- Promotional Events
- Press Releases
- Referrals
- Directory Sites
- Networking
- Social Media
- Speaking Engagements
- Pay-Per- Click (PPC) Advertising
- Direct Mail
- Other (specify) _____
- Display & Print Ads
- TV/Radio Ads

The marketing goals for my business are: (Describe how many new clients/customers or how much new business you expect/want to bring in monthly/yearly)

Financials

The average sale for my business will be/ is _____.
(list dollar volume of your average sale to a single customer/client)

My business can fulfill an order for a product/service: _____.
(list a timeframe; e.g. immediately, within a day, week, month, etc.)

Money from the average sale is collected: _____.
(list your terms to your customers/clients; e.g. pre-pay, COD, Net 30, etc.)

Expected average monthly sales totals for the first (next) year will be/are: _____.
(list a dollar volume)

My expected breakeven point is _____ and it will occur in _____.
(list a dollar volume in sales) (list month/year)

The total money needed for start-up/growth is: _____.
(list the dollar amount that you'll need to use until you reach your breakeven point)

The start-up/growth funds will be coming from:

Source	Amount	Date Expect to Receive Funds
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Attachments

The following materials are attached to this plan:

Organization

_____ Resume(s) of key personnel

Marketing

_____ 1 year marketing flow worksheet

Financials

_____ Start-up Costs Worksheet

_____ Monthly Expenses Worksheet

_____ 1 year Sales Forecast

_____ 1 year Cost of Goods Forecast

_____ 1 year Gross Profit Forecast

_____ 1 year Cash Flow Projections Worksheet

_____ Personal Financial Statement(s)

_____ Past 2 years of Tax Returns (Personal and Business)

_____ Profit & Loss Statement (Current)

_____ Balance Sheet (Current)

_____ List of "Aged" Accounts Receivables (Current)