

Business Plan

[Company Name]

[NOTE: These sections are provided as template headers. Any text inside brackets is meant to be replaced by the business owner’s own writing, graphs, and images. A lawyer can help optimize this document for each individual business start-up. These business plans are used to show the nature of the business and what the business plans to do. Mainly it is to show why the business will succeed. Third-parties like banks or possible partners need to see these types of business plans in order to believe in the new company.]

1. Executive Summary

A. Objectives

[Such as generate a profit, grow into other areas, expand to X, Y, Z, or expand to other geographies, practice corporate responsibility, etc.]

B. Mission

[A more specific goal of the business, like “provide a more efficient and cost-effective lawn service”]

C. Keys to Success

[NAME OF COMPANY will succeed because of X, Y, Z]

D. Initial Primary Service

[The initial primary service of NAME OF COMPANY will be X, such as “a bakery and delivery service”]

E. Market

[Generally describe the envisioned market for the business at the beginning, such as Southern California or international, and why this market is available and valuable]

F. Initial Financial Focus

[Describe the initial financial focus, for instance, generate profit through hourly billing or through separate sales contracts]

1.1 Objectives [Basic Statements]

The objectives of this business plan are:

A. Profit

B. Growth

C. Corporate Citizenship

1.2 Mission [More detailed]

A. Purpose

B. Vision

C. Mission

1.3 Keys to Success

[Here is where the business owner states why they will succeed]

2. Company Summary

2.1 Start-up Summary

[Briefly list how financing will work or will be needed in the beginning, owner-financed or through capital injection by others]

2.2 Company Locations and Facilities

[Office locations, or are people remote/on the road, etc.]

2.3 Company Ownership

[Describe owners, ownership shares, whether any owners “passive”]

3. Services

3.1 Services Description

[List what the business will do, *e.g.* “install and fix in-home computer systems”]

3.2 Sales Materials

[Describe what materials will be produced for marketing]

3.3 Fulfillment Defined

[What exactly needs to happen for the business’ job to be considered finished? *e.g.* “Completing landscape projects and intermittent maintenance”]

3.4 Competitive Advantage

[Describe why this new business will have competitive edges on possible competition and describe why]

3.5 Technology Plan

[What technology will be needed or make the business better?]

4. Market Analysis

4.1 Market Summary

[Basic statement defining the target market, e.g. “Greater Philadelphia Area” or “nationwide customer base”]

4.2 Market Segments

[Further describe how the market for the new business breaks down into groups]

4.3 Target Market Segment Strategy

[Describe how each segment is viewed differently by importance or accessibility]

4.4 Market Trends

[Describe how the markets are changing, or are expected to change]

4.5 Market Growth

[This section is for describing how and why the market segments are expected to grow over time. The “why” is crucial here]

4.6 Market Needs

[Describe what is driving the customer need and motivation for utilization/sales]

4.7 Competitors

[Fully describe existing competitors here. It is important to cover everyone honestly as a third party (like a lending bank) can check quickly and will be wary if obvious competitors are left off this section]

5. Strategy and Implementation

5.1 Initial Marketing Strategy

[State here what will be done at the beginning to market the company and get sales going]

5.2 Pricing Strategy

[Describe how pricing will work at first and the variations of pricing]

5.3 Sales Strategy

[Here is where the general strategy for convincing people to buy the product or use the business after the initial contact through marketing has been accomplished]

5.4 Sales Forecasts and Projections

[State here what sales are expected to do over the short term after beginning the business and how they are (realistically) expected to grow]

5.5 Milestones

[Insert here realistic milestones that serve as goals for the few months and years after forming the business]

6. Management Summary

6.1 Structure of Management

[Describe here exactly how the business is going to be run from a personnel standpoint. Use as much detail as possible]

7. Financial Plan

7.1 Start-up Financing

[Describe in detail how the initial financing of the business will be handled]

7.2 Later Stage Financing

[Insert here future plans for financing, *e.g.* "After one year large loans will be secured for expansion"]

7.3 Misc. Financial Sources

[Describe here any other possible sources of capital injection]

7.4 Saving/Reinvestment Strategy

[State expected or envisioned treatment of surplus, usually by percentage]

7.5 Projected Cash Flow

[Insert here a realistic prediction of cash flow (revenue) that will occur over time]