

# **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]