

# BUSINESS PLAN TEMPLATE

**Business Name:** \_\_\_\_\_

**Owner(s):** \_\_\_\_\_

**Business Contact Info:** \_\_\_\_\_

**Date:** \_\_\_\_\_

- I. Executive Summary
  - A. Product/Service
  - B. Business History
  - C. Industry and Management Experience
  - D. Legal Structure
  - E. Why My Business will be Successful
- II. Product or Service Description
  - A. Product Features and Benefits
  - B. Competitive Comparison
  - C. Production
  - D. Suppliers
  - E. Distribution
  - F. Potential New Products
- III. Market Analysis
  - A. Customers
  - B. Industry Trends
  - C. Competition
- IV. Marketing Strategy
  - A. Product
  - B. Place
  - C. Price
  - D. Promotion
- V. Management Description
  - A. Management Team
  - B. Experience
  - C. Personnel Plan
  - D. Advisory Team
- VI. Operational Plan
  - A. Technology Plan

- B. Financial Management
- C. Daily Operations
- D. Contingency Plan
- VII. Financial Plan
  - A. Capital Needs
  - B. Sources of Funds
  - C. Profitability
  - D. Start-up Cost Estimates
  - E. Projected Cash-Flow Statement
  - F. Projected Income Statement
  - G. Opening Day Balance Sheet

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## **I. Executive Summary**

### **A. Product/Service**

1) *Describe your products and services:*

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### **B. Business History**

1) *Describe the history of your business or how you developed your idea:*

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### **C. Industry and Management Experience**

1) *Describe your experience in this business and in management and how it will help you succeed:*

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### **D. Legal Structure**

1) *Describe the legal structure of your business (sole proprietorship, partnership, corporation, etc):*

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### **E. My Business Will be Successful Because...**

1) *Describe your reasons for believing the business will succeed:*

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