



## Business Plan for:

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Date	
Owner's Name	
Business Address	
City, State, Zip	
Phone Number	
Email	

# Simple Business Plan

## I. Business Description

Business name, type (home-based, retail, ecommerce, etc.) and legal entity of business:

Business owner(s) name(s):

What the business is doing, making, selling (products/services/both/other):

Profile or characteristics of customer(s) who will buy the products or services:

Where and how customers can buy:

Hours of operation:

Local, state, or federal licenses or certifications needed:

### Mission and Purpose

Purpose and mission of this business – the reason it exists and the problem(s) it is solving or need(s) it is filling):

Goals to be achieved over the next 5 years (vision):

## II. Market Analysis – Marketing & Sales

The industry and specific type of business within that industry:

### SWOT—Strengths, Weaknesses, Opportunities, Threats

#### External

Opportunities for business success:

How to make best use of the opportunities:

Threats that could impact business success:

Ways to manage or offset potential threats:

#### Internal

Strengths of the business:

Weaknesses of the business:

Ways to manage weaknesses:

**Market Analysis**

Description of the best (primary target) customer (characteristics/profile) that has the greatest need and financial resources to purchase:

Description of how customers will benefit from these products or services:

Define the size and location of your sales/service area, i.e., local city, county, neighborhood, 5-mile radius, etc.:

Names, addresses, and description of one to three direct competitors already doing this type of business in the area:

Description of our “competitive advantage” – what makes us better or different than the competition:

**Marketing Strategies**

Description (or “picture”) of the brand and image – character of your business -- what people will remember about the business, and that will appeal to potential customers:

Marketing message: Short way we describe/define the business so it captures interest (“tag-line”):

List of three or more marketing, promotion, and advertising tactics to be used to convey the brand, image, and messaging (including what, where, and how often):

### **Sales Strategies**

Description of sales strategies – how to convert interest into an actual purchase:

Description of pricing strategies – what will be charged for services/products;

Description/detail on the cost of producing your product or service:

Description/detail on how business will make a profit and how much:

## **III. Management & Operations**

### **Key Personnel**

List of names, work duties and responsibilities, qualifications, and experience for each person associated with the business, including outside advisors:

### **Business Operations & Processes**

Description of all the steps, activities and/or processes that have to happen to produce, sell and deliver the product or service (work activity flow chart):

## IV. The Financial Plan

### Cash Needed Summary

“Shopping list” of equipment, materials, inventory, etc., needed to start your business along with reliable estimated cost for of each item, and where they will be purchased.

Item	Cost	To Be Purchased From
<b>TOTAL Cost</b>		

### Monthly Income Projection

Estimated monthly sales by categories or types of products, or services.

Description of Item or Service	# Units/Hours	Price per Unit/Hours	Total Sales
<b>TOTAL Monthly Sales</b>			

