|  |
| --- |
|  |
| [COMPANY NAME] |
| Business Plan |

|  |
| --- |
| [Owner Name][Pick the date] |

Business Name

**Primary Business Contact Name**

**Street Address**

**City, State, Zip**

**Work Phone:**

**Home Phone:**

**Cell Phone:**

**Fax:**

**Email:**

**Website:**

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Executive Summary

# The executive summary is the doorway to your business plan. It explains who you are, what you want to do, where and when. The summary should outline and emphasize your plan’s main points. It becomes one of the most influential parts of your business plan when speaking to potential funding sources.

Briefly state what your business does (retail, service, manufacturing, marketing, other), your objectives or goals and your competitive advantage.

What is your experience in this business, or if you have no experience in this business, who will supply you with the necessary expertise to operate it?

Who will your customers be? What market do you intend to service?

Why can you service the market better than your competition?

Company Ownership: Describe the ownership of your company. Is it a partnership, sole proprietorship, LLC, or corporation? Who are the owners, and what % does each owner own?

Funding Request:

Business Description

Company History

*Existing Companies*: Give a brief history of operations (include information about when you started, your growth, and any notable changes over the years).

*Startup Companies*: Summarize the idea of the business.

Products/Services

Provide a detailed description of your products and/or services. List each individually and describe how they benefit your customers.

* Product/Service 1:
* Product/Service 2:
* Product/Service 3:

Next, describe the important competitive features of your product/services. How do your products/services compete against others? What makes the business unique?

What will be your hours of operation?

Location

Where will your business be located? (Include address). Why is this location perfect for the business? Include surrounding places and/or highways that will encourage growth.

Facility

Describe your facility – square feet, layout, new construction, notable equipment or features, parking, etc.

Mission

A mission statement expresses the higher goals of your company such as providing services to unique industries, spreading new technologies or improving education. If your company has a mission, state it simply in one or two sentences. **What does the company do and how does it affect customers?**

**Strategic Alliances**

What strategic alliances does the company have? Do you have solid relationships with distributors? Will you take advantage of any training or technical support?

Management

List your management team. Include summaries of relevant experience or brief resumes of each member. Describe each person’s role within the company.

|  |  |  |
| --- | --- | --- |
| **Name and Position** | **Background** | **Skills** |
|  |  |  |
|  |  |  |
|  |  |  |
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Management Team Gaps: Identify skills the team does not possess and discuss plans to fill these needs. State any gaps that management has in the operation of the company. Typical examples are legal and accounting deficits.

Goals

Setting your objectives, such as market share, sales and profit will determine your business goals. Make sure all objectives are concrete and measurable. They should indicate things like percentage of sales growth, anticipated profits, a percentage of gross margin, number and type of employees to hire and when and the market share you plan to attain. Avoid using vague objectives like “being the best” or “growing rapidly.” Set at least three goals for your business.

**Short-Term Goals** (less than one year):

**Long-Term Goals** (one year or more):

SWOT

*Within the Company*

**S**trengths: What skills/factors does the company possess that will ensure future success?

**W**eaknesses: What skills/factors does the company not possess that could lead to the downfall of the company? How will you overcome these weaknesses?

*Outside the Company*

**O**pportunities: Are there any opportunities (i.e. growing community) that you can foresee that will allow your business to grow and be prosperous?

**T**hreats: What are the threats (i.e. heavy competition) that can potentially hurt the company in the long run?

Industry Characteristics & Trends

Give factors and/or news that are affecting the current industry. What is the state of your overall industry? Is it growing?

Give factors that describe the market surrounding your company. What are the key growth drivers in the industry (per capita income, education levels, population growth, age of the population, etc)?

Customer

**Demographics:** Who are your customers? (average age, income, education, etc.)

**Psychographics:** What are your customers’ personalities, values, attitudes, interests, and lifestyles?

**Geographic Area:**  What area do you serve?

Competitors

Discuss your 3 nearest competitors. Is their business steady, increasing, or decreasing? Why? How are they different or similar to your company? What are their strengths and weaknesses? How will your operations be better or different than theirs?

|  |  |  |
| --- | --- | --- |
| **Business name:** | **Strengths:** | **Weaknesses:** |
|  |  |  |
|  |  |  |
|  |  |  |

**Keys to Success**

In order for your company to remain competitive, the business must focus on competitive qualities. List 3 or more ways the company will obtain a strategic advantage over its competitors. Will it be efficiency? Experience? Location? Pricing?

* Competitive Quality 1:
* Competitive Quality 2:
* Competitive Quality 3:

Marketing Strategy

Describe advertising and marketing planned for your new business (examples below). How will the company use these strategies to build a solid customer base? What type of initial promotions will you use?

**Social Media:**

**Customer Loyalty Program:**

**Website:**

**Internet Advertising:**

**Blog:**

**Newsletter:**

**Direct Mail:**

**Radio:**

**Newspaper:**

**Print Media:**

**Television:**

Support Professionals

**CPA:**

**Attorney:**

**Bank:**

**Insurance:**

**SBDC Consultant:**

**Other:**

Financial Projections Summary and Assumptions

\*See spread sheets