

Business Plan Template

[Your logo]

[Your Company Name]

[Company Address]

[Company Phone Number]

Prepared by:

[Your Name], [Your Role]   
[Your Email]

Table of Contents

Executive summary #

Company overview #

Product or services offered #

Market analysis #

Marketing plan #

Logistics and operations plan #

Financial plan #

Appendix #

Executive summary

*What is an executive summary?*

An executive summary offers a high-level overview of your business plan and should grab the reader’s attention. It is concise and provides the reader with the key points of the plan.

*What to include in your executive summary:*

* Mission statement
* Business concept
* Business goals and vision
* Product description and differentiation
* Target market
* Competitive advantage
* Financial projections
* An ask from potential investors

Company overview

*What is a company overview?*

This section of your business plan will answer two fundamental questions: “Who are you?” and “What do you plan to do?” Answering these questions clarifies why your company exists, what sets it apart from others, and why it’s a good investment opportunity for others.

This section should detail the reasons for your business’ existence, its goals, and its guiding principles. Developing these statements may require some thought and reflection, but are essential to understanding your business’ purpose and direction.

*What to include in your company overview:*

* Explanation of your company’s purpose and mission
* Overview of your business objectives
* Description of your products or services
* Summary of your competitive advantage
* Overview of your team and organizational structure

Product or services offered

*Explanation of your products or services offered:*

This section is for potential investors. Detail your products or services and why they are valuable to your target customer. Highlight key features and benefits of your products or services, and explain how they solve a problem or meet a need for your customers. Demonstrate why your business is worth investing in.

*What to include in your product or services offered section:*

* Features and benefits of your offering
* Information about your pricing model

Market analysis

*What is a market analysis?*

A market analysis is a study of the current market conditions for a particular product or service. Start by researching and analyzing market size, competition, and trends in order to understand the opportunities and challenges for a business in that market.

*What to include in your market analysis:*

* Target market
* Competition and market share
* Market size and growth
* Customer demographics and behavior
* Market trends and opportunities
* Market challenges and threats
* SWOT (strengths, weaknesses, opportunities, and threats) analysis

Marketing plan

*What is a marketing plan?*

A marketing plan details marketing strategies and tactics your business will use to achieve its audience awareness and sales goals.

*What to include in your marketing plan:*

* Positioning strategy
* Acquisition channels
* Tools and technology
* Goals and evaluation

Financial plan

*What is a financial plan?*

A financial plan outlines your business’ income, expenses, and cash flow. It includes details on how your business will generate revenue, manage costs, and invest in growth.

*What to include in your financial plan:*

* Income and revenue statements
* Expenses
* Cash flow statement
* Funding and investment

Appendix

What is an appendix?

In the context of a business plan, an appendix is a section where you include supplementary materials that support the information presented in the main body of the document. This can be any relevant information that provides additional context or validation for your business plan.

*What to include in your appendix:*

* Financial statements
* Research data
* Personnel profiles
* Legal documents
* Contracts
* Product specifications