

***Your Business Name***

***Your Logo***

**Comment [N1]:** Blue text (or text in italics) will provide you with instructions for using this template. Enter your own information when prompted and delete instructional text before printing your final business plan.

**Comment [N2]:** Enter your company logo here or redesign this cover page incorporating your logo.

# ***BUSINESS PLAN***

## **Business Plan Prepared By**

*Your Name*

*Your Title*

*Your Company Address With  
City, State and Zip Code*

*Your Phone Numbers*

*Your e-mail and Web Addresses*

## **Date Prepared**

*Month, Year*

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( This is the last section you write after your entire business plan is complete. It will be about two pages and essentially summarize the key points of your business plan.)

**EXECUTIVE SUMMARY**

**Venture History**

*When and why was the company formed? What is the marketing history of the products and services?*

Enter text here.

**Comment [N5]:** Highlight these words and enter your own information here. When you are done with your business plan, delete the blue (or italics) questions before printing the plan.

**Venture Description**

*What business is your venture in, and what is the current stage of development? What is unique about the product or service, and what proprietary rights does the business have?*

Enter text here.

**Venture Organization**

*What form of organization does the business operate under, and why? Who are the key management personnel, and what skills do they have to help the business? Who are the key support groups for your management team?*

Enter text here.

**Venture Market**

*What is the market like in terms of the industry, the customer, customer needs, product/service benefits, the venture's target markets, and the market penetration plan? Who are the major competitors, and what are their strengths and weaknesses?*

Enter text here.

**Venture Operations**

*How much money does the venture need for product development, marketing and operations? Highlight how much money is needed to grow the business and how it will be spent.*

Enter text here.

**Venture Financing**

*What kind of financing will the company need? How will the money be paid back to investors? How much money has been invested in the business to date, and where did it come from?*

Enter text here.

## **MANAGEMENT AND ORGANIZATION**

### **Management Team**

*What is the role(s) of the entrepreneur? Who are the key management personnel, and what are their job descriptions and prior experiences?*

Enter text here.

### **Compensation and Ownership**

*What is the compensation package for the entrepreneur and the management team? What is the ownership, including any warrants or stock options that are owned by the entrepreneur and management team?*

Enter text here.

### **Board of Directors/Advisory Council**

*Who will serve on the board of directors or advisory council?*

Enter text here.

### **Infrastructure**

*Who are key outside advisors, such as accountants, lawyers, or consultants, and what is their compensation package?*

Enter text here.

### **Contracts and Franchise Agreements**

*What are the company's management contracts, non-compete agreements, franchise, or other contractual agreements?*

Enter text here.

### **Insurance**

*If you have a buy-sell agreement, who will be insured in terms of life insurance policies on key personnel for which the company is the beneficiary?*

Enter text here.

### **Employee Stock Option Plan and Other Incentives**

*What employee stock option or other incentive plans will be in effect?*

Enter text here.

### **Organization Charts**

*How is the company organized?*

Enter text here.

## **PRODUCT/SERVICE**

### **Purpose of the Product/Service**

*What is the purpose of the product/service? How does the product/service benefit the customer? Does it solve a problem or address an opportunity; is it a luxury item or a needed item?*

Enter text here.

### **Unique Features**

*What are the unique features of the product/service, such as cost, design, quality, capabilities?*

Enter text here.

### **Stage of Development**

*What is the history of product/service life cycle, and which stage of development is the product/service currently in?*

Enter text here.

### **Future Research and Development**

*What, if any, future research and development efforts will be required?*

Enter text here.

### **Trademarks, Patents, Copyrights, Licenses, Royalties**

*What patents, trademarks, service marks, or copyrights have been obtained? What license or royalty agreements are associated with the product/service, and what plans are there for future agreements?*

Enter text here.

### **Government Approvals**

*What governmental approvals are necessary, and what is the status of such approvals?*

Enter text here.

### **Product/Service Limitations**

*What are the limitations of the product/service, if any?*

Enter text here.

### **Product/Service Liability**

*What are the liabilities this product/service may pose? What are the insurance requirements and costs?*

Enter text here.

### **Related Products/Services and Spin-Offs**

*What are the related services that will be provided, and how will they increase or enhance the profitability of the venture? What new product or service spin-offs could be developed to meet changing market needs in this industry or others?*

Enter text here.

### **Production**

*How much will be produced internally, and how much of the production will be subcontracted out? What are the costs and services involved with subcontracting? Who are the backup subcontractors; what are their costs, and who supplies the services?*

Enter text here.

### **Facilities**

*What are the plans for facilities (manufacturing, office, retail)? What are the manufacturing plans, that is, the manufacturing facility, production capacity, and future capital-equipment needs?*

Enter text here.

### **Suppliers**

*Who are the major raw material suppliers, and what are the significant purchasing contracts with them? Are there backup suppliers?*

Enter text here.

### **Environmental Factors**

(Note from Doris: Environmental Factors in a business plan-and in a business- means identifying and understanding key internal and external factors that affect your business and the products and services it offers. This assessment takes time to conduct and is essential in generating valuable marketing data on which to base strategic decisions. Understanding the total business environment in which a business competes is basic to market planning. The environment determines not only what a company must do to thrive and grow, but what it is possible for the company to do. You can analyze this in 3 basic areas: 1. external factors, 2. internal factors, 3. internal/external factors. External factors: General market conditions in which the business operates and over which it has little control. This includes 3 critical areas: demand, competition, and economic climate. Internal factors: General conditions within the organization over which it has control. This includes 2 key areas: personnel skills and financial resources. Internal/external factors: These include influences from within and outside your company that impact its performance and success. Some can be controlled by management while others cannot. This includes 6 key areas: life cycle analysis for the industry, life cycle analysis for your company, life cycle analysis for your product/services, cost structure, legal constraints, distribution channels.)

Enter text here.



## **MARKETING PLAN**

### **Industry Profile**

#### ***Current Size***

*What is the current size of your industry?*

Enter text here.

#### ***Growth Potential***

*Is this a growth, stable, or declining industry?*

Enter text here.

#### ***Geographic Locations***

*Is your industry located in a specific area of the country?*

Enter text here.

#### ***Industry Trends***

*What are the trends in the industry? What effect does technology have on the business?*

Enter text here.

#### ***Seasonality Factors***

*What are the special seasons in your industry?*

Enter text here.

#### ***Profit Characteristics***

*What are the profit characteristics for your industry?*

Enter text here.

#### ***Distribution Channels***

*What distribution channels currently exist to support the sale of your product or service?*

Enter text here.

#### ***Basis of Competition***

*What is the basis of competition for your industry?*

Enter text here.

### **Competition Profile**

*What is the profile of the competition? What is your competitive advantage?*

Enter text here.

### **Customer Profile**

*What is the profile of the intended customer? What are the reactions to the product/service from prospective customers?*

Enter text here.

### **Target Market Profile**

## ***Business Plan***

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*What is the target market, size, and cost of market penetration?*

Enter text here.

### **Pricing Profile**

*What is the pricing structure? What are your policies on negotiating a price for large orders or on special price deals for penetrating the market? How is the pricing structure sensitive to the customer's buying points?*

Enter text here.

### **Gross Margin on Products/Services**

*What is the gross margin potential? What are the industry's pricing policies? Do you differ?*

Enter text here.

### **Break-Even Analysis**

*What is the break-even point for your product/service?*

Enter text here.

### **Market Penetration**

#### ***Distribution Channels***

*What distribution channels will be used for selling the product or service to the end user?*

Enter text here.

#### ***Sales Representatives***

*How will sales representatives be used as an approach for selling the product or service to the end user?*

Enter text here.

#### ***Direct-Sales Force***

*How will a direct-sales force be used for selling the product or service to the end user?*

Enter text here.

#### ***Direct Mail/Telemarketing***

*How will direct mail or telemarketing be used as an approach for selling the product/service to the end user?*

Enter text here.

### **Advertising and Promotion**

*What advertising and promotion media will be used for the distribution system and end users?*

Enter text here.

### **Packaging and Labeling**

*What kind of packaging and labeling will be used?*

Enter text here.

### **Service and Warranties**

*What warranties and guarantees will be offered?*

## ***Business Plan***

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Enter text here.

### **Trade Shows**

*What trade shows do you plan to use to exhibit your product/service?*

Enter text here.

### **Future Markets**

*What opportunities could occur in future markets?*

Enter text here.

## **OPERATING AND CONTROL SYSTEMS**

### **Administrative Policies, Procedures and Controls**

#### ***Receiving Orders***

*What administrative policies, procedures, and controls will be used for receiving orders?*

Enter text here.

#### ***Billing the Customers***

*What administrative policies, procedures, and controls will be used for billing the customers?*

Enter text here.

#### ***Paying the Suppliers***

*What administrative policies, procedures, and controls will be used for paying the suppliers?*

Enter text here.

#### ***Collecting the Accounts Receivable***

*What administrative policies, procedures, and controls will be used for collecting the accounts receivable? Will you have a separate collection department? Use a collection agency? Use factoring?*

Enter text here.

#### ***Reporting to Management***

*What administrative policies, procedures, and controls will be used for reporting to management?*

Enter text here.

#### ***Staff Development***

*What administrative policies, procedures, and controls will be used for staff development?*

Enter text here.

#### ***Inventory Control***

*What administrative policies, procedures, and controls will be used to control inventory?*

Enter text here.

#### ***Handling Warranties and Returns***

*What administrative policies, procedures, and controls will be used for handling warranties and returns?*

Enter text here.

#### ***Monitoring the Company Budgets***

*What administrative policies, procedures, and controls will be used to monitor the company budgets?*

Enter text here.

#### ***Security Systems***

## ***Business Plan***

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*What administrative policies, procedures, and controls will be used for providing security for the business?*

Enter text here.

### **Documents and Paper Flow**

*What will be the flow of information throughout the system? What documents are needed to prepare for a transaction?*

Enter text here.

### **Planning Chart**

#### ***Product/Service Development***

*When will the product/service be ready to market?*

Enter text here.

#### ***Manufacturing***

*What is the production schedule?*

Enter text here.

#### ***Financial Requirements***

*When will the money be needed?*

Enter text here.

#### ***Marketing Flow Chart***

*When will the advertising be placed, brochures be developed, and the like?*

Enter text here.

#### ***Market Penetration***

*What is the schedule for market penetration?*

Enter text here.

#### ***Management and Infrastructure***

*When will additional management team be hired and in what order? When will the infrastructure be used and for what period of time?*

Enter text here.

### **Risk Analysis**

*What are the potential problems, risks, and other possible negative factors that the venture might face?*

Enter text here.

### **Salvaging Assets**

*What could be salvaged or recovered if any of the above risks do materialize and make the venture unsuccessful?*

Enter text here.

## **GROWTH PLAN**

### **New Offerings to Market**

*What new products/services, store locations, distribution centers will the venture pursue in the future? What new marketplaces will each of the new products/services penetrate? What will be the projected revenues from the new products/services, store locations, and distribution centers for the next three to five years?*

Enter text here.

### **Capital Requirements**

*What are the financial requirements for pursuing the new products, store locations, and distribution centers? How will you raise the needed capital for future growth?*

Enter text here.

### **Personnel Requirements**

*What management personnel and other employees will be needed to support the projected growth?*

Enter text here.

### **Exit Strategy**

*How will the growth plan enable the owner or investors to obtain an exit?*

Enter text here.

## **FINANCIAL PLAN**

### **Sales Projections**

*What are your sales projections for the next three years? Where did you get the information to project financials? Are the projections reasonable?*

Enter text here.

### **Income Projections**

*What are your net income projections for the next three years? Is your company currently profitable? If not, when will it become profitable?*

Enter text here.

### **Cash Requirements**

*How much cash will be required to cover start-up costs, operations, and/or growth?*

Enter text here.

### **Sources of Financing**

*Based on cash requirements to start, maintain operations, or grow, will you seek debt or equity financing? How much is the cost of obtaining these funds?*

Enter text here.

**FINANCIAL PLAN**

**Attached Financial Projections**

- Cash Flow for Three Years
- Income Statement for Three Years
- Balance Sheet for Three Years
- Ratio Analysis

**Comment [N6]:** After completing your financial information using the Excel template, print out the appropriate worksheets and attach them to the plan.



**SUPPORTING DOCUMENTS**

- Financial Worksheets
- Historical Financial Statements
- Resumes of Key Personnel
- Legal Agreements
- Marketing Materials
- Insurance Documents
- Press Releases or Articles
- Market or Industry Studies

**Comment [N7]:** Following is a list of items that you may choose to include within your supporting documents. List only the items that you are attaching.