



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):

Monthly Income x 12 = Annual Projected Income

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Monthly Expense Projection

List of monthly operating expenses

Monthly Expense Item Description	Cost
TOTAL Monthly Expense	

Monthly Expense x 12 = Annual Projected Expense

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Annual Projected Income – (minus) Annual Projected Expense = Gross Profit

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