



COMPANY NAME

I. EXECUTIVE SUMMARY

(Business Name) _____ provides _____ (product or service) to _____ (target buyer). Our management team consists of _____ (member name) and _____ (member name). Our team has the _____ (relevant skills) expertise to successfully grow this business. Our market size is _____ (size of market), and our customer base consists of _____ (market segments). We will market to our target customers using the following methods: _____ (method 1), _____ (method 2), and _____ (method 3). In order to get this business off the ground, we require _____ (funding requirements) in funds, for the purposes of _____ (funding use). Our goal is to reach _____ (sales goal) in the first _____ (time period).

II. BUSINESS DESCRIPTION

This _____ (business type) business will operate in the _____ (industry type) industry. Our mission is to _____ (mission statement), and our vision is to _____ (vision statement).

We are selling _____ (product/service), and our competitive advantage is _____ (unique selling proposition). Currently, the alternatives that buyers use are _____ (alternative 1) and _____ (alternative 2). However, those alternatives lack _____ (what sets your product/service apart).

This specific industry is _____ (industry description), and it is expected to _____ (growth predictions). Given those predictions, our company will perform successfully because _____ (reasoning backed by market research). We plan to reach _____ (sales goal) in yearly sales and to increase our annual sales by _____ (sales goal) over the next _____ (time period).

III. MARKET ANALYSIS AND COMPETITION

After analyzing the market and researching the demand for _____ (product/service), we have determined that this is the best time to permeate the market because _____ (reason backed by research).

Our market size is _____ (market size), and our target market segment(s) can be described as follows:

Segment 1

1) Demographic

- a) Gender
- b) Age
- c) Income
- d) Education
- e) Marital Status

2) Psychographic

- a) Social status
- b) Beliefs
- c) Values
- d) Interests
- e) Lifestyle preferences

3) Geographic

- a) Province or state
- b) City
- c) Region
- d) Postal code
- e) Neighborhood

We determined that there is enough demand for our _____ (product or service) within this particular segment due to _____ (reasoning backed by market research).

Currently, our biggest competitors are _____ (competitor 1) and _____ (competitor 2). What separates us from the competition are _____ (example 1) and _____ (example 2).

In comparison to what's offered on the market, our prices are _____ (price difference), which is _____ (percent difference) than our competition.

Here is an estimated comparison of our business to existing competitors:

CATEGORY	OUR COMPANY	COMPETITOR 1	COMPETITOR 2
Est. Yearly Revenue	\$000,000	\$000,000	\$000,000
Price Level	Average	High	Low
No. Employees	15	30	40
Quality	High	Average	Low

IV. MARKETING AND SALES PLAN

Advertising and promotion are essential to getting the word out about our business, and we expect to implement a _____ (description) marketing strategy, which will include _____ (key component of marketing strategy) and _____ (key component of marketing strategy). This strategy will enable us to effectively target _____ (market segment) due to _____ (reasoning backed by market research).

Our key offerings include _____ (product/service offerings). Our offerings benefit our target customers more than what is currently on the market because _____ (reasoning backed by market research). Our unique selling proposition is _____.

The market is predicted to _____ (prediction) over the next _____ (time frame). Accordingly, our pricing strategy is to _____ (pricing strategy).

The various methods we plan to use to communicate our offerings to our target customers are _____ (communication methods). Additionally, we aim to promote our _____ (product/service) by _____ (promotion methods).

We intend to distribute our _____ (product/service) to customers by _____ (distribution method). We will be selling _____ (wholesale, retail, etc.) and will use _____ (payment method).

V. OPERATIONS AND MANAGEMENT PLAN

Our physical business locations will be in _____ (locations) because _____ (reasoning). Other physical requirements of our business are _____ (warehouse, specialized equipment, facilities, etc.).

Our production workflow is _____ (description of production workflow). Our staffing requirements are _____ (staffing requirements). Employee training will be provided by _____ (description of employee training needs).

VI. DEVELOPMENT PLAN

The development of our offering will occur over the course of _____ (time frame). We will launch our marketing strategy _____ (time frame) with _____ (marketing strategy).

Our organizational structure will be _____ (description), with _____ (number) management team members and _____ (number) employees.

We anticipate our monthly costs and expenses to be _____ (amount) because _____ (reasoning backed by research). We have an anticipated monthly revenue of _____ (amount).

With the money sourced, we plan to invest in _____ (area of investment) over the course of _____ (time period). One year out from launch, our goal is to _____ (year 1 goal). Five years out from launch, our goal is to _____ (year 5 goal).

VII. FINANCIAL STATEMENTS

The following financial statements demonstrate that our business will grow and be profitable.

Provide your projected income statement, cash flow statement, and balance sheet. Additionally, attach a break-even analysis to provide investors with the level of sales you need to make a profit.

VIII. SUPPORTING DOCUMENTS AND ATTACHMENTS

Attached here are the documents that support the information provided in the plan, including

_____, _____, and _____.

Possible items to attach:

- Detailed market research
- Industry information
- Site/building plans
- Professional references
- Any supporting material