Business Plan Template

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| Company Name  Business Plan [period the business plan covers]  |
| 1. Executive Summary |
| (We suggest you complete this section after you have completed the other sections of the Business Plan.)  |
| 2. Introduction and Company Overview |
| (Provide a brief description of what your business is, who is involved, what you want to achieve and how you will measure success. Include a description of your product or service and explain your USP.)  |
| 3. Market and Competitors |
| (Provide an overview of the market you are working in, including a competitor analysis, and explain how you plan to compete. Give details about your target markets, your customers’ needs and how you match those needs.)   |
| 4. Sales and Marketing Strategy |
| (Explain your marketing strategies and how you cut through the competition. Give details of where your customers are and how you plan to reach them. Include your pricing strategy and a detailed sales forecast.)  |
| 5. Operations |
| (Outline your operational capabilities and explain how you plan to conduct your business. Include information about your location, premises and equipment, and your production plans, supplier base and distribution strategies. Also include details of staff, and systems and procedures.)   |
| 6. Financial Information |
| (Provide a month-by-month cashflow forecast for the first year, together with a profit and loss statement for years 2 and 3, and a calculation of how much you need to break-even.)  |
| 7. Appendices |
| (Include all documents and evidence to support your plan. This may include market research, letters of intent and any firm orders you may have, references, portfolio of previous work, legal documents, price lists, CVs for key team members and sample promotional material. Make sure you cross reference the appendices to the appropriate section of the business plan.)  |