

# **BUSINESS PLAN**

**Name of company**

**Date prepared**

**Contact information**

## **EXECUTIVE SUMMARY**

The executive summary is essentially an overview of your company, your uniqueness in the marketplace, and a brief description of the services or products to be sold. You will also include an overview of your financial projections, including your expected revenues, profits, and expenses for the next five years. If you are seeking funding, describe the exact amount of money you seek and how it will be used.

## **BUSINESS DESCRIPTION**

**Write the company description and describe your service or product.** Describe your company, including how long you have been in operation, where you have operated, your achievements thus far, and what type of legal entity you are (sole proprietorship, limited liability corporation, etc.). Describe the service or product you are offering. What is unique about your product or service, and why do your customers need you to offer it?

## **MARKET RESEARCH**

**Present your market research.** Describe the industry or market that you are entering. What size is your market, in terms of population and in terms of potential sales? Include information about your competitors, both direct and indirect.

## **MARKETING, DISTRIBUTION AND SALES PLAN**

**Outline your marketing plan** - how you plan to bring your product or service to your customers. Your solid argument about how your product or service will be a welcome addition to the market, meeting a currently unmet need. Talk about your target customers, describing their demographics and their potential to buy your product or service. Then describe how you plan to price your product or service, reach your customers, expand your services, and promote your business.

## **ORGANISATION AND MANAGEMENT STRUCTURE**

**Provide information about the key people in your business.** Describe the people actually implementing and operating the business. Include a description of the key people involved, their roles in the company, and their background and suitability for contributing to this venture. If your business is just you, that's fine. Give yourself a title and write a brief bio highlighting your relevant experience that has prepared you for your current business idea.

## **FINANCIAL PLAN**

**Give a financial picture of your business venture.** The financial picture has a couple of different components. You should give an overview of the financial viability of your business through financial projections (projected revenue, expenses, profits), as well as funding or investment strategies. The financial

information you include doesn't have to be extensively detailed, but they should include a good indication of the potential financial wellbeing of this venture.

### **ACTION PLAN**

**Highlight key next steps to achieve the goals.** Reference the Implementation plan which outlines in details the steps to be taken and when to be achieved.

### **EVALUATION PLAN**

**Outline how achievement of the goals will be assessed.** Outline what, how to be measured and what parameters will indicate the desired level of achievement.

### **SUPPORTING DETAILS**

Depending on your business and the level of detail in your business plan, you may want to include additional materials to support your plan. Some possible materials to include might be: balance sheets, cash flow statements, contracts, letters of intent, implementation plan, budget, resumes or curriculum vitae of key management, and so on.