

A plan for the first year in business

Business Plan

**This is your custom
business plan to help you in
your business journey.**

Standard Contents

Business description

Market analysis and strategy

Management plan

Marketing and sales plan

Products and services description

Competitive analysis

Operating plan

Financial projection and needs

Exhibits and appendices

Executive Summary

Please write this last so that you have a complete understanding of your plan and can effectively summarize it. Here, the main points of the plan should be effectively outlined.

Description

Let's begin

01

Business Description.

General description

01

Concept



02

Description



03

Segments



02

Market Analysis & Strategy.

**Target geographic
*location***

01

02

03

04

Target's primary
pain points

01

02

03

04

Target's primary
need and how your product or service addresses it

01

03

02

04

Target's *demographics*

01

02

03

04

Target's *favourite locations*

01

02

03

04

03

Management Plan.

General description

-
-
-
-
-
-

01 Organization members' names, roles, and qualifications.

02 Additional stakeholders.

03 Outsourced professional services.

04

Marketing & Sales Plan.

What marketing and promotion strategies are you planning?

Define the pricing for products or services.

-
-
-
-

What is your sales strategy?

01 Why would your target audience purchase from your company versus your competition?

02 What is your unique selling proposition?

03 How do you plan to get your products and services to your target audience?

05 Products & Services



Products Description.

General description

-
-
-
-

Services Description.

General description

-
-
-
-

06

Competitive Analysis.

Write a detailed competitive analysis that shows how your organization compares to your competitors.

General description

Strengths

Weaknesses

Opportunities

Threats

07

Operating Plan.

General description

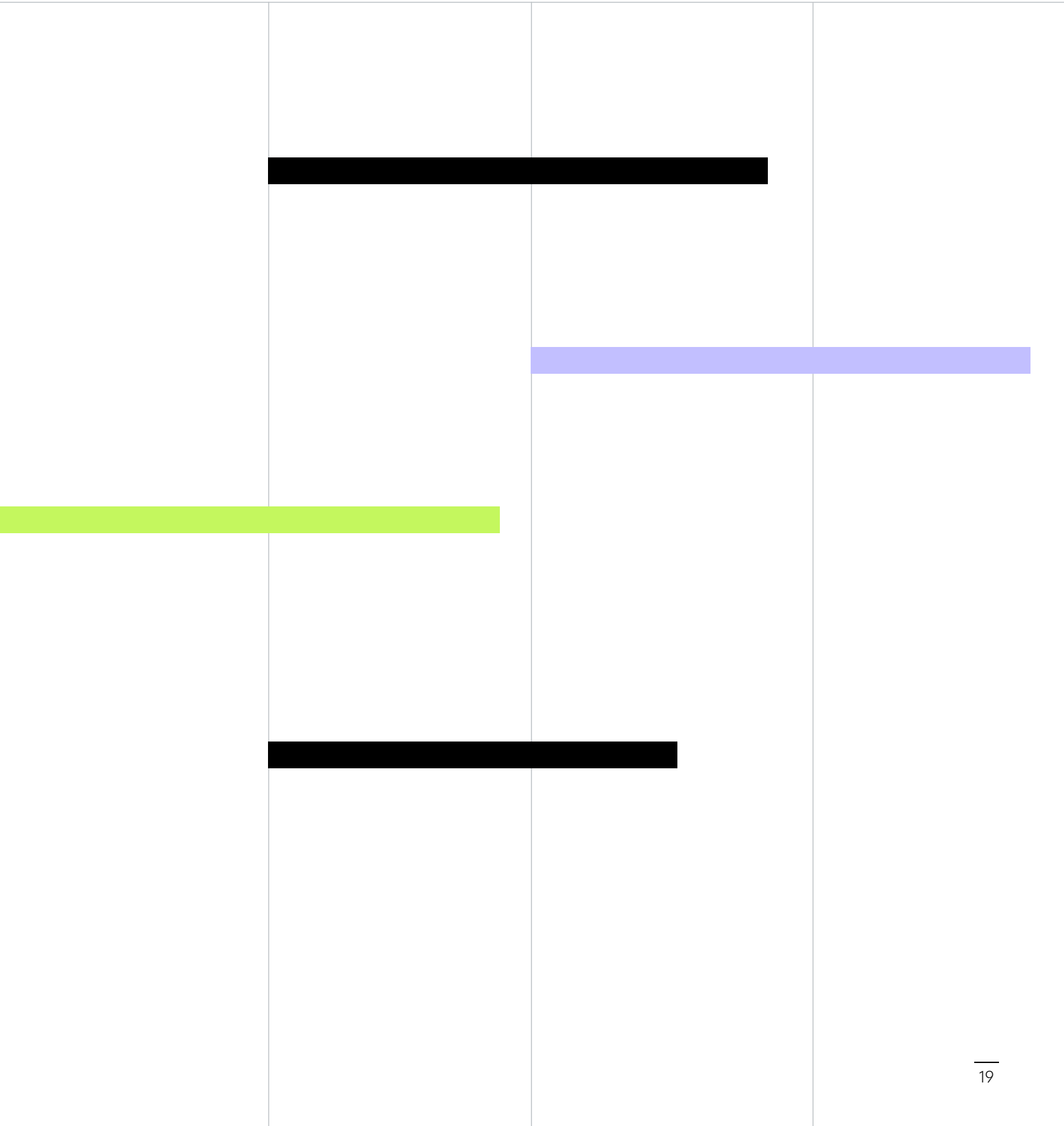
Write down your logistical and distribution needs.

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-
-
-

Define the human resources, facilities, and technology infrastructure needed.

Meet the team

Timetables & Progress Trackers.



08

Financial Projection & Needs.

Explain how you anticipate bringing in revenue.

List of possible sources of initial financing.

-
-
-
-

Provide a comprehensive start-up cost report.

Financial statements with analysis.

**Sales forecasts, income projections,
and capital budget.**

09

Exhibits & appendices

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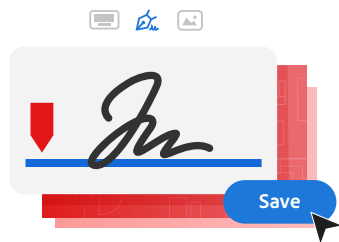
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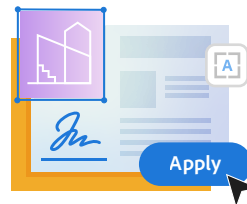
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