

A plan for the first year in business

# Business Plan

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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**

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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

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**01** Organization members' names, roles, and qualifications.

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**02** Additional stakeholders.

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**03** Outsourced professional services.

# 04

# Marketing & Sales Plan.

What marketing and promotion strategies are you planning?

Define the pricing for products or services.

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What is your sales strategy?

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

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**02** What is your unique selling proposition?

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

# 05 Products & Services



# Products Description.

## General description

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# Services Description.

## General description

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## 06

# Competitive Analysis.

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

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## **General description**

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**Strengths**

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**Weaknesses**

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**Opportunities**

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**Threats**

# 07

# Operating Plan.

## General description

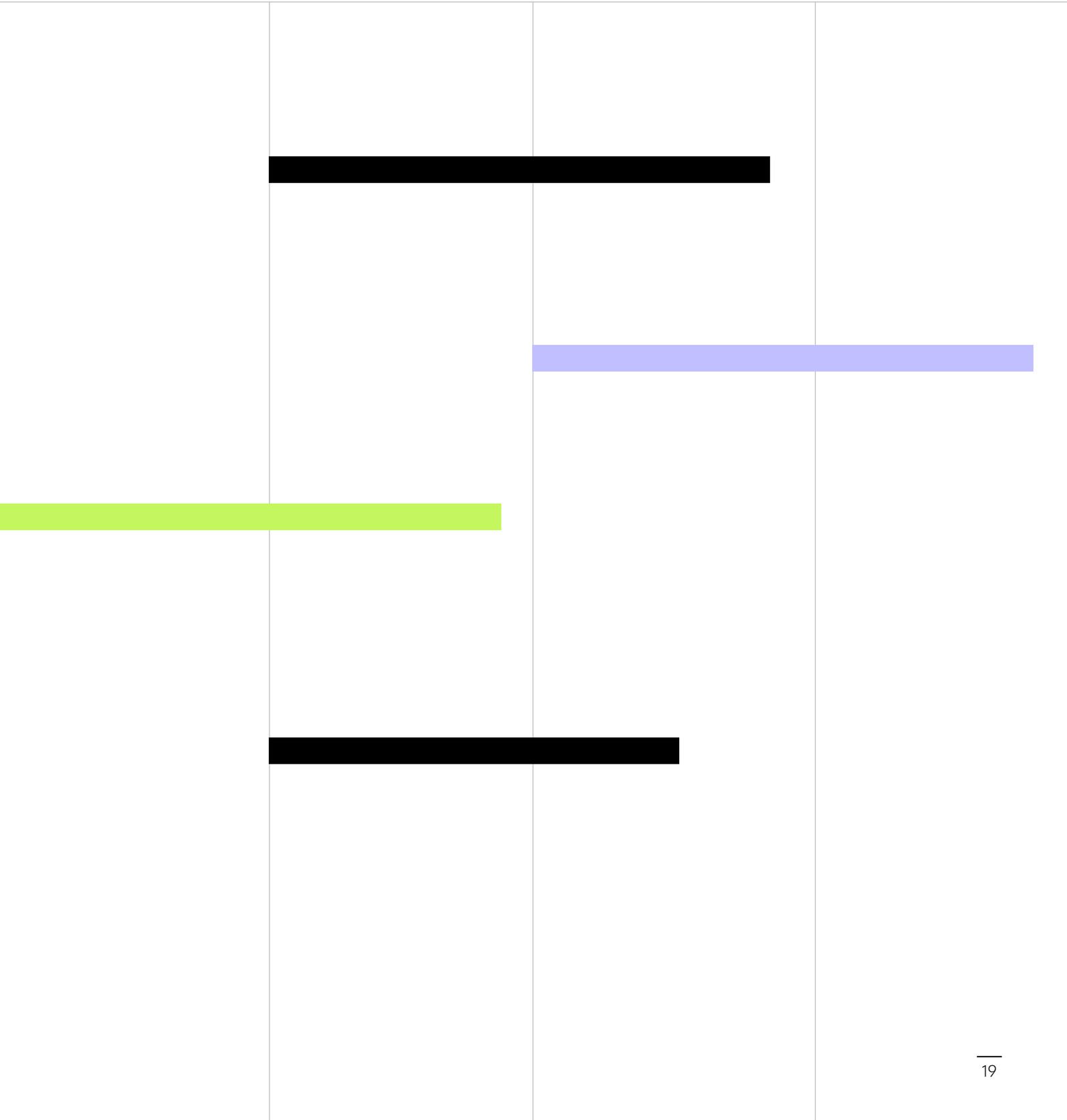
Write down your logistical and distribution needs.

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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.**

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**Provide a comprehensive start-up cost report.**

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**Financial statements with analysis.**

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

# 09

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## Exhibits & appendices

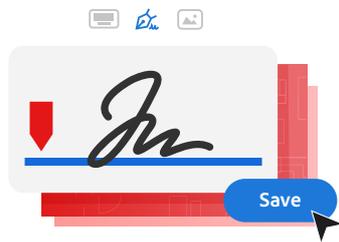


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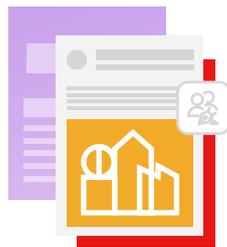
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