

SIMPLE BUSINESS PLAN TEMPLATE

BUSINESS PLAN

COMPANY NAME

DATE PREPARED

00/00/0000

CONTACT

Contact Name

Contact Email Address

Phone Number

Street Address

City, State and Zip

webaddress.com

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EXECUTIVE SUMMARY

Write this section last and summarize all the key points in your business plan in less than two pages. This is your opportunity to capture the attention of your reader and gain buy-in.

COMPANY OVERVIEW

Provide a description of the overall nature of your business and the industry in which it operates. Include details like industry trends, demographics, and governmental and economic influences.

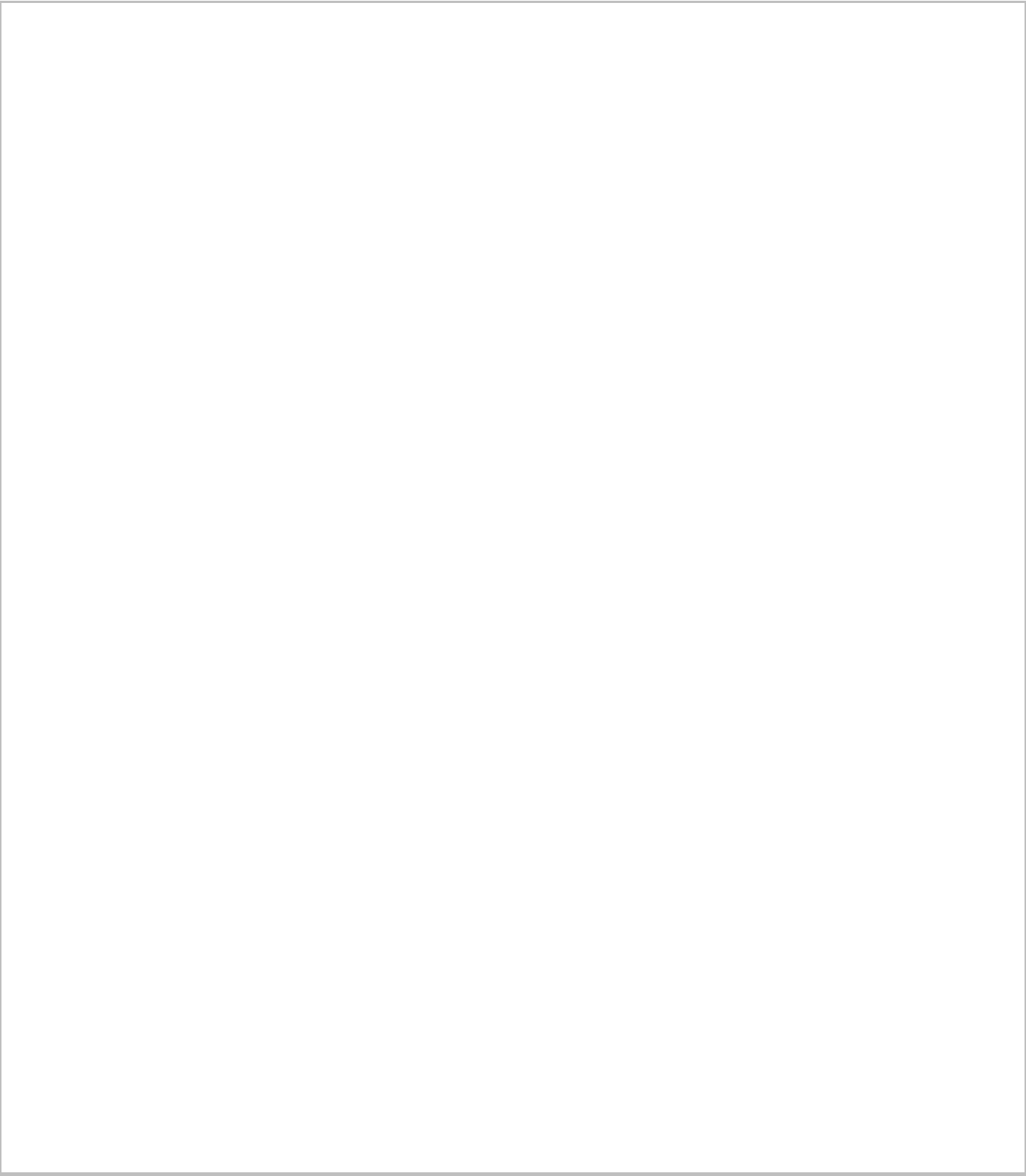
PROBLEM & SOLUTION

THE PROBLEM

OUR SOLUTION

TARGET MARKET

MARKET SIZE & SEGMENTS



COMPETITION

CURRENT ALTERNATIVES TARGET BUYERS ARE USING

OUR COMPETITIVE ADVANTAGES

PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE

Describe the product or service you are offering, how it benefits the buyer, and its unique selling proposition.

MARKETING

MARKETING PLAN

Describe your marketing objectives and strategy here, including your costs, goals, and plan of action.

TIMELINE & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC

FINANCIAL FORECASTS

KEY ASSUMPTIONS

Provide insight into how you came up with the values in your financial projections (e.g., past performance, market research). Describe the growth you are assuming and the profit you anticipate generating.

FINANCING

SOURCES OF FUNDING

USE OF FUNDING

BUSINESS PLAN COMPONENTS

Key Aspect	Sub-Aspects	Purpose
Executive Summary	<ul style="list-style-type: none"> • Business concept • Mission and vision statements • Summary of objectives • Overview of financial highlights • Summary of funding requirements • Key milestones 	Provides a concise overview, serving as a snapshot to capture the interest of stakeholders.
Business Description	<ul style="list-style-type: none"> • Nature of the business • Industry trends and analysis • Business model • Value proposition • Long-term goals 	Explains the business's purpose, industry context, and long-term aspirations.
Market Analysis	<ul style="list-style-type: none"> • Target market segmentation • Customer demographics • Market needs and preferences • Competitor analysis • SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) • Market trends and growth potential 	Demonstrates an understanding of the market, customer base, and competitive landscape.
Organization & Management	<ul style="list-style-type: none"> • Legal structure (LLC, partnership, sole proprietorship) • Ownership details • Organizational chart • Key management team and their roles • Board of Directors/Advisors • Succession plan (for leadership transitions) 	Outlines the company's structure, leadership qualifications, and plans for leadership continuity.
Products/Services	<ul style="list-style-type: none"> • Description of products or services • Unique selling proposition (USP) • Lifecycle of products/services • Research and development (R&D) plans • Intellectual property (patents, trademarks, copyrights) 	Details what the business offers and highlights its competitive advantage.
Distribution/Logistics	<ul style="list-style-type: none"> • Supply chain strategy • Distribution channels (e.g., retail, direct delivery) • Inventory management • Delivery timelines and methods • Key logistics partners 	Ensures the smooth delivery of products or services to customers and operational efficiency.
Marketing & Sales Strategy	<ul style="list-style-type: none"> • Branding strategy • Pricing strategy • Sales channels (e.g., online, retail, direct sales) • Advertising and promotion plans • Customer retention strategies • KPI metrics for measuring success 	Describes how the business will attract and retain customers and grow its market presence.

Key Aspect	Sub-Aspects	Purpose
Operational Plan	<ul style="list-style-type: none"> • Business location(s) • Facility and equipment requirements • Supply chain and logistics • Technology and systems • Human resources strategy (hiring, training) • Production or service delivery process • Key operational milestones 	Covers day-to-day operations, resource use, and milestone tracking.
Financial Plan	<ul style="list-style-type: none"> • Historical financials (3 years) • Projections (3-5 years: income statement, balance sheet, cash flow) • Cash flow analysis (5 years) • Break-even analysis • Key financial ratios (e.g., profitability, liquidity, solvency) • Funding requirements and allocation • Contingency plans for financial challenges 	Demonstrates financial viability and helps stakeholders understand the business's financial trajectory.
Funding Request	<ul style="list-style-type: none"> • Amount requested • Purpose of funding (capital expenditure, operations, marketing, etc.) • Proposed terms of repayment • Equity or ownership offered in return • Timeline for funding utilization 	Specifies the funding needs and provides transparency for investors or lenders.
Risk Analysis	<ul style="list-style-type: none"> • Identification of potential risks (financial, operational, market, regulatory) • Risk mitigation strategies • Contingency planning 	Helps stakeholders understand risks and the business's preparedness to address them.
Business Continuity Plan	<ul style="list-style-type: none"> • Identification of Risk to Critical Business Functions & Mitigation Strategy • Emergency Procedures & Controls • Emergency Response Procedures & Control • Disaster Recovery Strategies • Communication Plan 	Ensures the business can maintain operations during unforeseen disruptions.
Succession Plan	<ul style="list-style-type: none"> • Key Roles and Responsibilities • Successor Identification and Training • Emergency Interim Leadership • Ownership Transition Strategy • Transition Timeline 	Secures business continuity through planned leadership transitions.
Milestones	<ul style="list-style-type: none"> • Short-term goals (e.g., product launches, customer acquisition targets) • Long-term goals (e.g., market expansion, revenue targets) • Timeframes and accountability for each milestone 	Tracks progress toward critical objectives and aligns stakeholders on timelines.

Key Aspect	Sub-Aspects	Purpose
Appendices	<ul style="list-style-type: none">• Resumes of key personnel• Legal documents (e.g., licenses, agreements)• Market research data• Supporting charts and graphs• References or testimonials	Provides additional information to substantiate the business plan's claims and projections.