

[Company's Name]



[Company's Name]

[Address]

[City, State, Zip]

[Website: <https://www.URL>]

[Name of Owner or Contact], [Title]

[Phone]

[Email]



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Business Plan Confidentiality Agreement

The undersigned reader of **[Company's Name]** Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **[Business Owner's Name(s)]**.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **[Company Name]**.

Upon request this business plan document will be immediately returned to **[Business Owner's Name(s)]**.

Signature

Name (typed or printed)

Date

This business plan does not imply an offering of securities.



Executive Summary

(Note: The executive summary is a mini version of the plan and can be somewhat repetitive. You can do this section last.)

Purpose

Example 1: The purpose of this plan is to provide _____ (i.e. investors, financial institutions, etc.) with the information necessary to evaluate the business model and strategy of **[Company's Name]**. Additionally; it will serve as a guide for _____ (i.e. management, the Owner, the Board, the Leadership Team) by establishing goals against which performance can be measured.

Or

Example 2: The purpose of this business plan is to raise \$_____ (amount of money) for the _____ (i.e. development, expansion, property, equipment, material to make product, stocking inventory, R & D, etc.) of a _____ (**type of business**, i.e. T-shirt shop **product** or IT consulting **service**, etc.) business while showcasing the expected operations over the next five years. The Company was founded by **[Business Owner's Name(s)]**.

Introduction

[Company's Name] (Also referred to as "The Company") is a start-up (**type of business** i.e. T-shirt shop **product** or IT consulting **service**, etc.) business. The types of services offered are _____ (i.e. selling T-Shirts, providing IT consulting services, etc.) will appeal to a diverse range of customers.

(Optional; if applicable to this business type) The establishment is located in **[City, State]**. The outlook for the future of _____ (i.e. city, state, providence, country, etc) is promising. *(If a start-up add: The (**type of business**, i.e. T-shirt shop, IT consulting service, etc.) will launch on ____ 202_.)* The (**type of business**, i.e. T-shirt shop, IT consulting service, etc.) will be open _____ (i.e. how many days a week) days a week.

(Example: The _____ (i.e. **type of business**, T-shirt shop, IT consulting service, etc.) offers _____ (i.e. **product business** - specialty designed T-shirts, long sleeve T-shirts, tank-tops, **service business** - trouble shooting PCS, MAC books, chrome books, laptops, fixing & repairing server's issues, installing & maintaining software updates, etc.).

Problem/Need

(Example 1: Product business - There are no T-shirt shops in the area that provides _____ (i.e. specialty designed shirts, long sleeve shirts, and tank tops)

(Example 2: Service business - The area is in need of a knowledgeable and experienced IT consulting service that offers _____ (i.e. troubleshooting



PC'S, MAC books, chrome books, laptops, fixing & repairing server's issues, installing and managing software updates.)

Solution

The (**type of business** i.e. T-shirt Shop or IT consulting business) will ____ (i.e. solve this problem/need, etc.) by providing/or offering _____ (i.e. a variety of specialty designed T-shirts, quality T-shirts, troubleshooting PC'S, MAC books, chrome books, laptops, fixing & repairing sever issues, installing & maintaining software updates, etc.).

(Example 1: The Company will solve this problem by opening up a T-shirt shop that will provide the customer's needed services.)

Example 2: The Company will provide a wide range of IT consulting services for its clients.)

The Market Size

(In this section search online for a few statistics that show the industry size.)

Tips on finding market size for the specific Industry are:

- Search online for the specific Industry for the market size
- Search online free Industry reports or buy an industry report
- Use statistical Information that is as current as possible
- Look up data and research with the industry association

List the source in the footnote on the body of the data.

Here is an example of the T-shirt shop market size in the US:

- *Revenue in the Apparel Market amounts to US \$349,555 million in 2020. The market is expected to grow annually by 3.6% (CAGR 2020-2025).*
- *The market's largest segment is the Women's Apparel segment with a market volume of US \$182,502 million in 2020.*
- *In global comparison, most revenue is generated in the United States (US \$349,555 million in 2020).¹*

Here is an example of the IT consulting service market size in the US:

The Global Information Technology Industry is on pace to reach \$5.2 trillion in 2020, according to the research consultancy IDC. The enormity of the industry is a function of many of the trends discussed in this report. Economies, jobs, and personal lives are becoming more digital, more connected, and more automated.

¹ <https://www.statista.com/outlook/90050200/109/apparel/united-states>



Waves of innovation build over time, powering the technology growth engine that appears to be on the cusp of another major step forward.

The United States is the largest tech market in the world, representing 32% of the total, or approximately \$1.7 trillion for 2020. In the U.S., as well as in many other countries, the tech sector accounts for a significant portion of economic activity. CompTIA's Cyberstates report reveals that the economic impact of the U.S. tech sector, measured as a percentage of gross domestic product, exceeds that of most other industries, including notable sectors such as retail, construction, and transportation.²

Competitive Advantages

[Company's Name] will have several competitive advantages including:

(Example: pick 3-5 things such as the examples below)

- *Location or mobile onsite service*
- *Friendly and knowledgeable staff*
- *Convenience hours of operation*
- *Affordable products/services*
- *Variety of service or products*

Ownership & Management

The management team is comprised of individuals whose backgrounds consist of ____ (i.e. number of years) years' experience in the (i.e. T-shirt shop or IT consulting) Industry.

(Biography, experience, or resume will go below in the plan; here just mention the owner(s)/manager(s) name and title, with a few sentences about experience)

[Name, Title] - [Experience]

[Name, Title] - [Experience]

[Name, Title] - [Experience]

(Example: Jon Doe, CEO: Jon has 15 year of experience in this Industry. He has successfully launched several start-ups that were later sold for profits.)

² <https://www.comptia.org/content/research/it-industry-trends-analysis>



Funding

[\$Amount] of funding is needed over the next 3 to 5 years year for _____ (i.e., *property, build-out, computer equipment, renovations, furniture, legal fees, working capital, marketing, and personnel expenses, etc.*) in the form of a _____ (i.e. loan, investment, grant to _____ (i.e. Launch the business, execute its business plan, expand operations, etc.).

Or

No funding is needed at this time. The owners have provided the company with sufficient capital.

Continue reading the business plan below.





Company Structure

Overview

Legal Structure

The legal structure of the **[Company's Name]** is a _____.

(Examples below)

- *Limited Liability Company (LLC)*
- *Corporation*
- *Partnership*
- *Holding Company*
- *To be determined / Pending*

Founded

[Month, Year]

Ownership

The Company is owned by:

[Owner's Name: xx%].

[Owner's Name: xx%].

Location

[Address] (Optional) *You can add a Google Map image of the location of the business or a photo of your office here.*

Mission

The mission of **[Company's Name]** is _____.

(Example 1) - The company's mission is to provide top notch _____ (i.e. custom designed T-shirt or IT consulting) services to the customers/clients.

*(Example 2) - **[Company's Name]** will pride itself on providing top notch _____ (i.e. customer service, best products, consultant service, etc.) to the customers/clients.*

Hours of operation

[Insert days and Hours of Operation], i.e. *Monday – Friday 6:00 am 8:00 pm closed Saturday & Sunday* or *Open 7 days a week.*



Company Summary

Company's Description

[Company's Name] offers _____.

(Example: XYZ offers _____ (i.e. specialty T-shirts, long sleeve T-shirts, and tank-tops)

(Another example: XYZ offers _____ (i.e. troubleshooting PCS, MAC books, chrome books, laptops, fixing & repairing server issues, installing & maintaining software updates, and IT consulting services)

[Company's Name] intends to focus on _____ (i.e. tourists, locals, businesses, corporate clients, etc.) [Company's Name] will provide the best _____ (i.e. customer, knowledgeable, friendly, variety of, etc.) service with the _____ (i.e. customer or client, etc.) being the focus.

The Company's goal is to have a _____ (i.e. variety of products or variety of services.). (See example of T-shirt product's or IT consulting services offered below)

The Company will hire a knowledgeable staff that have a strong background in the _____ (i.e. T-shirt or IT consulting) industry. They will have had years of work experience and know what is expected of them in their individual role.

Products & Services

The Company will provide the following products or services:

- _____
- _____
- _____

Explain what products/services you will be offering:

- Specialty designed T-shirts
- Long Sleeve T-shirts
- Tank-tops
- Trouble shoot laptops, chrome books, MAC books and desk top computers
- Install and maintain software updates
- Fix & repair sever issues



Services

The [**Company's Name**] will provide the client with the best customer service and will take the stress out of the _____ (i.e. T-shirt buying or IT consulting) process.

The business will focus on providing _____ (i.e. specialty designed T-shirts, long sleeve T-shirts, and tank tops, troubleshooting PC'S, MAC books, chrome books, laptops, fixing & repairing server's issues, installing and managing software updates, etc.) services.

(i.e. providing value added, excellent customer, friendly, etc.) _____ service to the customers/clients, will give the Company a big competitive advantage against the competition.

Price's will be _____ (i.e. competitive with other companies in the area, the lowest compared to the competition, discounted when bundling multiple services, etc.)

Here is an example of the company's services:

[Here is where you put your sample of services, written or visual]

- Specialty designed T-shirt
- Variety of sizes of long sleeve T-shirts
- Variety of sized of tank-tops
- Troubleshooting pc's, Mac books, chrome books, laptops
- Fixing & repairing server issues
- Installing and managing software updates





Images

[Inset any additional images here of the establishment or food]

[Insert Image Here]	[Insert Image Here]
[Insert Image Here]	[Insert Image Here]
[Insert Image Here]	[Insert Image Here]



Revenue: Pricing and Profitability

[Explain how you will make money with the business.]

The Company will make money from _____.

(**Example:** The **[Company's Name]** will make money from the sale of _____ (i.e. specialty designed t-shirts, long sleeve & tank-tops, other products offered, IT consulting service, up-selling software packages, fixing & repairing sever issues, etc.) Prices will be _____ (i.e. competitive against the competitors in the area, high-end, competitive, etc.).

Revenue Strategy

The goal of the Company is to have **[number of product sales]** with a monthly sale **[estimated average sales]** over the next 12 months, which will result in estimated revenue of **[estimated revenue the next 12 months]**.

(i.e. The goal of the Company is to have an average sale of \$10,000 per month *that by 12 months, which will result in estimated revenue of \$120,000 a year.)

The goal of the Company is to have **[number of client's sales]** with a monthly sale **[estimated average sales]** over the next 12 months, which will result in estimated revenue of **[estimated revenue the next 12 months]**.

(i.e. The goal of the Company is to have an average client's sales of \$30,000 per month * that by 12 months, which will result in estimated revenue of \$360,000 a year.)

Goals

[Company's Name] has established goals in order to fulfill its objective of operating and growing this business:

(Pick 3-5, such as the examples below)

- Increase number of customer's/client's
- Increase customer data base or referrals
- Develop a marketing plan
- Build the brand name Keep costs down
- Develop new T-shirt designs and products
- Up-sell new product's/service's for IT consulting
- Open a new office
- Set a goal of \$ _____ revenue by year 5



Milestones

[Company's Name] expects to achieve the following milestones:

Date	Milestone
[Date 1]	Finalize lease agreement
[Date 2]	Design and build out [Company's Name]
[Date 3]	Hire and train initial staff
[Date 4]	Launch [Company's Name]
[Date 6]	Reach Sales goal of \$ _____

Keys to Success

(Pick 3-5, such as the examples below)

- The Company will stand out from the other businesses in the area because of the _____ (i.e. unique products or services.)
- The product's/services will appeal to a wide and varied client base.
- Controlling labor cost's
- Education and training
- Build a network of contacts
- Provide excellent customer service
- Follow the budget
- Watch & learn from the competition
- Continue to develop leadership skills
- Utilize technology



Competition & Competitive Advantages

Competition

Competition in the _____ (i.e. local area, industry, region, etc.) is _____ (i.e. somewhat sparse, not competitive, non-starter, etc.) and does not provide _____ (i.e. nearly the same level of quality, top notch customer/clients service, variety of products/services, etc.) that is being desired.

[Company's Name] faces competition from the following companies:

- *(Competition name) – Brief description.*
- *(Competition name) – Brief description.*
- *(Competition name) – Brief description.*

(Example: ABC company - website - location – they don't offer the same high-level products/services that **[Company's Name]** offers.

Or

[Company's Name] will have different type's competition from other businesses, here are a few:

(Pick 3-5, such as the examples below)

- Direct
- Indirect
- Substitute
- Copy cat's



Competitive Advantages

The **[Company's Name]** competitive advantages are _____ (i.e. high-quality products/services, experienced tech reps, variety of IT consulting services, etc.).

OR

[Company Name] will have several competitive advantages including:

(**Example:** pick 3 of the competitive advantages such as the examples below)

- *Location*
- *Friendly and knowledgeable staff*
- *Convenience*
- *Affordable*
- *Variety of service or products*
- *Client focused*
- *Connections within the industry*
- *Great customer service*
- *Technology driven*
- *Track Record*





Management Summary

The _____ (i.e. **type of business** T-shirt or IT consulting) will be owned by **[Insert Owners name(s) here]**.

Management / Key Roles

[Name, Title] - **[Experience, biography, or resume]**

Role: **[Name]** will be responsible for _____. (i.e. *operations, marketing, etc.*)

[Name] is a **[title]** who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (i.e. *communicating, leading, training, etc.*)

Other:

***[Name]** graduated from the _____ University with a Bachelor's degree in _____.*

***[Name]** has experience as _____.*

***[Name]** delivers _____.*

***[Name]** is in charge of _____.*

***[Name]** led the _____.*

[Name, Title] - **[Experience, biography, or resume]**

Role: **[Name]** will be responsible for _____. (i.e. *human resources, etc.*)

[Name] is a **[title]** who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (i.e. *communication, teaching, policy, etc.*)

[Name, Title] - **[Experience, biography, or resume]**

Role: **[Name]** will be responsible for _____. (i.e. *accounting, budget reports, monthly financial reports, etc.*)

[Name] is a **[title]** who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (i.e. *finance, accounting, budget reports, etc.*)



Management Summary

[Company's Name] recognizes that in any growing Company management personnel often have to fill more than one role. As a result, a gap or gaps may exist until the Company is developed enough to have a specific person for every task required.

[Company's Name] currently has everything covered and feels confident that each task is being handled competently by management.

The management team is well compensated. **[Company's Name]** has a team that has considerable experience together and shares knowledge in many different fields of business and in life.

Personnel Plan

_____ (i.e. (Management or the Owner) has adopted an effective interview process designed to staff the company with highly qualified people for each position.

Each applicant will be rated and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

(If applicable) **[Company's Name]** knows the personnel plan is in good proportion to the size of the company's projected revenues. The staff will include both full-time employees and part-time employees, who will work various shifts based on peak hours and need.

Functional Roles

In order to execute on **[Company's Name]** business model, the Company needs to perform many functions including the following:

(Pick or list any titles any that apply)

- Accounting Manager's
- Area Manager's
- Assistant Manager's
- CEO
- Hourly Employee's
- Human Resource Manager's
- Regional Manager's
- Store Manager's
- Technical Sales Representative's
- VP of Sales

(Job descriptions are optional)



Customer service is very important to management. The owner/management will handle every detail to make sure the customers/clients experience is _____ (i.e. s fun, exciting, and a pleasant, etc.) All this and the great atmosphere will make customers/clients want to tell their friends about their experience.

Or

Each member of the Company's team has outstanding organizational skills, including a keen attention to detail, excellent communication skills, and high level of professionalism in all interactions. The team shows an unsurpassed level of commitment to the work, prompt service, an ability to work effectively with others at all levels, strong time management skills, and the ability to simultaneously manage multiple responsibilities.





The Market Size & Trends

(Insert as many or as few examples, reports, stats, or trends as you want, just make sure to add the sources in the text or footnote. Use reports that are current as possible)

A few examples of where you can find the market size & trends are:

- Research the specific association - for research & reports on the specific Industry. The example of the T-shirt shop you could research United States Fashion Industry Association. Where you find articles on the size of the Industry and current trends. The example of the IT consulting service you could go to Tech Republic, which offers information on the IT Industry.
- Search the industry online - Online is the market size of the industry for most industries and will give you statistics and information regarding the size and trends associated with that specific Industry. Industry reports can also be bought or found at most major libraries.

Online sites for Market Research are:

- Demographics -
<https://www.census.gov/quickfacts/fact/table/US/PST045219>
- Statista - <https://www.statista.com/>
- Google Trends - <https://trends.google.com/trends/?geo=US>

Note: *Industry Reports can sometimes be found online or purchased; and summarized here.*



Local Demographics

(You can use the census, census quick-facts, or online search to discover demographics in the city or county in which your establishment resides)

Example 1:³

Fact	Las Vegas city, Nevada
Population estimates, July 1, 2019, (V2019)	NA
Population estimates, July 1, 2018, (V2018)	644,644
Population estimates base, April 1, 2010, (V2019)	NA
Population estimates base, April 1, 2010, (V2018)	584,509
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	10.30%
Population, Census, April 1, 2010	583,756
Persons under 5 years, percent	6.50%
Persons under 18 years, percent	24.10%
Persons 65 years and over, percent	14.50%
Female persons, percent	50.00%
White alone, percent	62.20%
Black or African American alone, percent	12.20%
American Indian and Alaska Native alone, percent	0.90%
Asian alone, percent	6.60%
Native Hawaiian and Other Pacific Islander alone, percent	0.80%
Two or More Races, percent	4.90%
Hispanic or Latino, percent	32.90%
White alone, not Hispanic or Latino, percent	44.20%
Veterans, 2014-2018	42,088
Foreign born persons, percent, 2014-2018	20.80%
Housing units, July 1, 2018, (V2018)	X
Owner-occupied housing unit rate, 2014-2018	52.50%
Median value of owner-occupied housing units, 2014-2018	\$234,700
Median selected monthly owner costs -with a mortgage, 2014-2018	\$1,448
Median selected monthly owner costs -without a mortgage, 2014-2018	\$430
Median gross rent, 2014-2018	\$1,057
Building permits, 2018	X
Households, 2014-2018	226,396
Persons per household, 2014-2018	2.73

³ <https://www.census.gov/quickfacts/fact/table/lasvegascitynevada/PST045219>



Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	80.90%
Language other than English spoken at home, percent of persons age 5 years+, 2014-2018	33.00%
Households with a computer, percent, 2014-2018	90.40%
Households with a broadband Internet subscription, percent, 2014-2018	78.50%
High school graduate or higher, percent of persons age 25 years+, 2014-2018	84.40%
Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018	23.90%
With a disability, under age 65 years, percent, 2014-2018	9.00%
Persons without health insurance, under age 65 years, percent	15.00%
In civilian labor force, total, percent of population age 16 years+, 2014-2018	62.60%
In civilian labor force, female, percent of population age 16 years+, 2014-2018	57.90%
Total accommodation and food services sales, 2012 (\$1,000)	2,979,167
Total health care and social assistance receipts/revenue, 2012 (\$1,000)	3,956,472
Total manufacturers shipments, 2012 (\$1,000)	896,775
Total merchant wholesaler sales, 2012 (\$1,000)	2,620,729
Total retail sales, 2012 (\$1,000)	8,550,025
Total retail sales per capita, 2012	\$14,335
Mean travel time to work (minutes), workers age 16 years+, 2014-2018	25.7
Median household income (in 2018 dollars), 2014-2018	\$54,694
Per capita income in past 12 months (in 2018 dollars), 2014-2018	\$29,304
Persons in poverty, percent	15.80%
Total employer establishments, 2017	X
Total employment, 2017	X
Total annual payroll, 2017 (\$1,000)	X
Total employment, percent change, 2016-2017	X
Total non-employer establishments, 2017	X
All firms, 2012	55,856
Men-owned firms, 2012	27,615
Women-owned firms, 2012	21,421
Minority-owned firms, 2012	20,822
Nonminority-owned firms, 2012	32,417
Veteran-owned firms, 2012	5,690
Nonveteran-owned firms, 2012	47,290
Population per square mile, 2010	4,298.20



Example 2:

Demographics profile

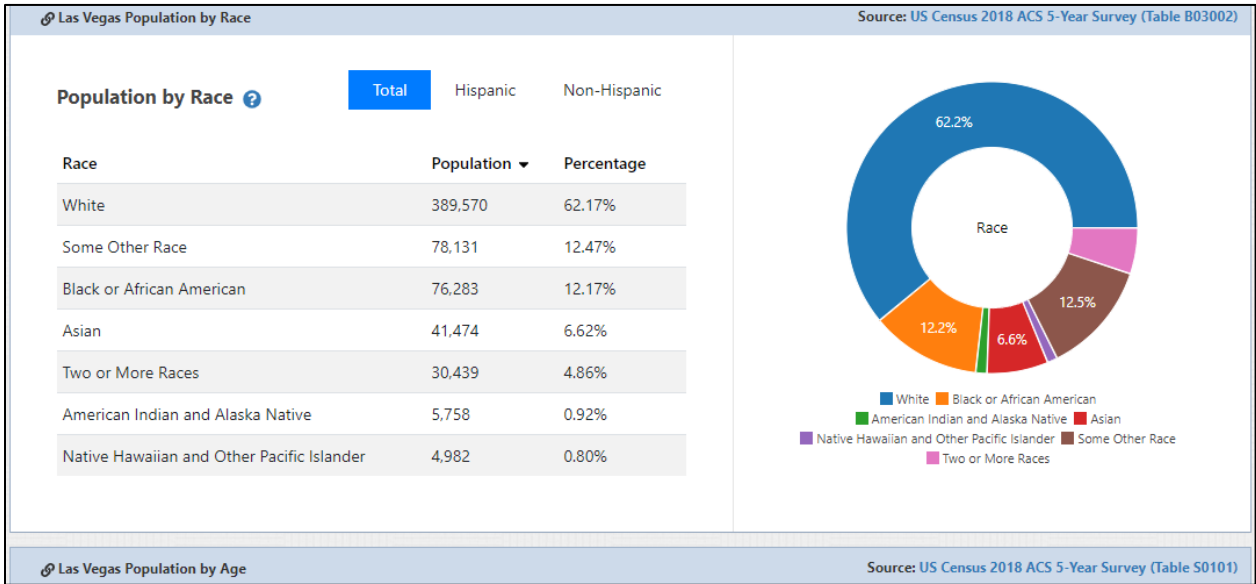
Las Vegas, Nevada Population 2020 644,644

Las Vegas is the most populous city in Nevada and an internationally renowned resort city known for gambling, shopping, fine dining, and its nightlife. Billed as the Entertainment Capital of the World, Las Vegas is quickly transforming into a favorite family and retirement city as well, and it is now the **31st** most populous city in the state. In 2016, the city had an estimated population of over **600,000** residents.⁴

Las Vegas Demographics

According to the most recent ACS, the racial composition of Las Vegas was:

- **White:** 62.17%
- **Other race:** 12.47%
- **Black or African American:** 12.17%
- **Asian:** 6.62%
- **Two or more races:** 4.86%
- **Native American:** 0.92%
- **Native Hawaiian or Pacific Islander:** 0.80%



⁴ <https://worldpopulationreview.com/us-cities/las-vegas-population/#byRace>





Target Market

[Company's Name] (*will be targeting or targets*) _____.

(Example: The T-shirt shop will target tourists, locals, sports teams, and local business to market to.)

(Example: The IT Consulting company targets local businesses, corporate clients, and new start-ups.)

OR

The target market is:

- _____
- _____
- _____

Example: *Who your customers will be and where will you target them?*

- Tourists
- Local's
- Local businesses
- Corporate sales
- New Start-Up companies
- Families
- Professionals
- Vacationers
- Men & women ages 25-55
- Veterans
- Adults over age 55+



Marketing Strategy

[Company's Name] Marketing strategy will use a variety of marketing methods that will lead to finding more ___ (i.e. customers/clients/users). The company will concentrate on developing a strong reputation of being the best _____ (i.e. T-shirt Shop or IT consulting) company.

[Company's Name] will direct all of our marketing efforts toward the goal of explaining who [Company's Name] is and what [Company's Name] does. [Company's Name] will keep high standards and execute the concept so that word-of-mouth will be the main marketing force.

(Optional) [Company's Name] will have competitive pricing. An exciting [new, established] business, [Company's Name] will be talked about. Therefore, the execution of our concept is the most critical element of this plan. While the Company is not striving to be the lowest-priced business, [Company's Name] is aiming to offer _____ (i.e. knowledgeable, customer focused, and has the most variety, etc.) services.

Marketing

[Company Name] utilizes several marketing methods include the following:

(Pick 3-7 methods you will use, examples below)

- _____
- _____
- _____

- Advertising
- Emails
- Flyers, Business Cards, Brochures
- Grand Opening Celebration.
- Local Media
- Mobile Marketing
- Networking/PR
- Social Media
- Website Design
- Word-of-Mouth



Web Plan

[Company's Name] will have a website.

URL: _____

[Company's Name] understands the importance of a website and explaining what variety of products/services that will be offered.

It will be the virtual business card and portfolio for the company, simple, classy, and well designed. The site will offer the list of services, prices, reviews, and happenings at [Company's Name].

[Company's Name] will also have a social media accounts to get new customers interested in the business. Customers will also be able to send the Company an E-mail to ask for further information or answer any questions they might have.

Sales Strategy

(Optional)

The sales plan is to establish and maintain position with the local customers and clients. The strategy is to build relationships of trust with the customer/clients to build up the contact list in order to increase revenue. The Company will focus on making all customers/clients happy with a variety of products/services, convenient hours of operations and competitive pricing.

[Company's Name] will have experienced sales rep that knows the products/services and has passion for the company. The Company will train every new employee.

Positioning

[Company's Name] takes the position that its primary role in the marketplace is being a provider of top quality of _____ (i.e. T-shirts or IT consulting) services for _____ (i.e. locals, tourist, businesses, and corporate clients, etc.). This is how [Company's Name] will distinguish itself in the marketplace.

The Company wants the target customers/clients to think about [Company's Name] whenever people think about high quality **products/services**. The Company wants them to choose [Company's Name] because people associate it with high-quality.

Pricing

[Company Name] seeks a balance between quality of the offering, price, and the value that may be derived from the competition. The Company believes it offers the best balance of these aspects in the minds of the target clients. Ultimately, the Company wants to ensure that all of the target customers/clients equate [Company's Name] with _____ (i.e. great value, excellent customer service, and high quality, etc.)



SWOT Analysis (optional)

(Pick 3 in each category; examples below)

Strengths

- _____
- _____
- _____
 - Trends in technology
 - High quality products/services
 - Variety of products/services
 - Knowledgeable sales reps

Weaknesses

- _____
- _____
- _____
 - High operation cost
 - Increased price on raw materials
 - Limited amount of vendors
 - Turn-over of employees

Opportunities

- _____
- _____
- _____
 - Little competition in the local area
 - Multiple vendors
 - Development of alternative programs to increase profits
 - Use technology (mobile app, online coupons, etc.)

Threats

- _____
- _____
- _____
 - Trends may change
 - Emergence of local competition or new competition
 - Copy Cats
 - Supply chain disruption



Funding

Funding

(\$Amount) of funding is needed over the next year for _____. (i.e., property, build-out, computer equipment, renovations, furniture, legal fees, working capital, marketing, and personnel expenses, etc.) in the form of a _____ (i.e. loan, investment, grant to _____ (i.e. launch the business, execute its business plan, expand operations, etc.).

OR

No funding is needed at this time. The owners have provided the company with sufficient capital.

Use of Funds/Costs

Total costs are estimated to be:

- _____
- _____
- _____

Examples:

- *Building* \$ _____
- *Equipment* \$ _____
- *Insurance*
- *Inventory*
- *Legal*
- *Marketing*
- *Renovations*
- *Technology*
- *Working capital*

Exit

[Company's Name] is _____. (i.e. not looking to exit at this time, looking to sell in 5-10 years, looking to merge, is open, etc.)



Conclusion

Thank you for reading.

[Company's Name] would like to introduce itself to _____. (city, state, region, the market, the area)

This business plan contains an overview of all the planning that is required for this business. Location, staff, food, products and service quality etc. are some important aspects that the **[owner(s)]** of the Company will focus on. Strategic plans for marketing, human resources, and educational programs will be prepared as mentioned above.

(Optional) With the growing demand for high-quality _____ (i.e. T-shirt company or IT consulting service), **[Company's Name]** will capitalize on its proximity to _____ (i.e. location, etc.) to build a core group of new clients.

The **[owner(s)]** believe that this concept will provide _____ (i.e. new, exciting, amazing, etc.) _____ (i.e. products, services, experiences, etc.) to the _____ (i.e. local customers/clients, market, etc.).

[Company's Name] believes that its prospects for _____ (i.e. establishing, expanding, etc.) and continuing a successful _____ (i.e. T-shirt shop or IT consulting service) in this community are excellent.

The **[Owner(s)]** seeks a relationship with a _____ (i.e. lender/investor) that can help **[Company's Name]** grow the business.

[Company's Name] values your time, and hopes that you've learned all about the company's vision, goals, opportunities, and value.

The Company appreciates your review of this business plan.





Appendix

Financial Plan

Other