Business Plan Template

**Instructions**

1. The template is provided as a reference only. Not all sections will be relevant for your company and you may need to modify it substantially for it to respond to your needs.
2. Try to answer the questions in this template. If there are any that you can’t answer, just delete them and move on to the next point.
3. Delete this page as well as the instructions and ideas (red text) provided in every section before finalizing your business plan.
4. Write simply and concisely. Consider using bullets instead of paragraphs.
5. Your business plan is not a static document. You will need to review it regularly and adjust it to reflect changing conditions.

**INSERT YOUR**

**LOGO HERE**

Write company name

**Business Plan**

Contact Information

Name Last name

Telephone number

Email

Prepared DD-MM-YYYY

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# Executive Summary

Your executive summary provides an overviewof your project, a description of your current business or business idea as well as a simple explanation of your activities.

## The Idea

**What to include here:**

* Nature of your project
* Opportunity you want to capture
* What are the timelines and revenue targets for your project?

Your text here…

## Business Description

**What to include here:**

* Where is your company located?
* What solutions do you provide to your customers?
* How does your company fit within the current market?
* What are the current major initiatives of your business?
* How long have you been around, and what’s changed since you first started?

Your text here…

## **Products and** S**ervices**

**What to include here:**

* What products or services are you currently selling?
* What portion of overall revenues does each product or service represent?

Your text here…

## **Financing** N**eed**

**What to include here:**

* What is your current sales level?
* How much money do you require for your project?
* How do you plan on investing the money?

Your text here…

## **Key** P**eople**

**What to include here:**

* Who are the main executives/advisors in your business?
* What experience do they bring to the role?
* What are their current responsibilities within the company?

Your text here…

## **Risk** A**ssessment and** C**ontingency** P**lan**

**What to include here:**

* What are your company’s weaknesses (internal), or threats (external), that could impact your business plans?
* Are you facing a skilled shortage?
* Is there a risk of a competitor taking over your customers?
* Are there changes to laws or regulations that may affect your business?
* How will you monitor and respond to these risks?

Your text here…

# 1. Company

## Business Description

**What to include here:**

* Where is your company located?
* How long have you been around, and what’s changed since you first started?
* In a nutshell, what does your company do?
* Where do you fit within the industry or market?
* What are the current major initiatives of the business?

Your text here…

### Services/Products (Delete the option that doesn’t fit)

* What solutions, products or services do you provide to your customers? Can be written as a list.

Your text here…

## **Mission,** V**ision,** V**alues**

**What to include here:**

* Mission statement. What does your organization do? What solution do you offer customers?
* Your vision statement describes where you want to go/future goals.
* Your values describe your company culture and offer a glimpse into what customers can expect when dealing with you.

Your text here…

## People

### Ownership

**What to include here:**

* Who owns the company?

Your text here…

### Management Team

**What to include here:**

* Brief bio of each key member of the team. Include name, title and itemized responsibilities

Your text here…

### Advisory team

**What to include here:**

* Do you have lawyers, accountants, financial advisors, trade /distribution consultants, or external sales representatives that you engage regularly to offer advice and support your business?

Your text here…

### Key employees

**What to include here:**

* Are there non-managerial employees who are integral to the business?
* Can you think of an employee whose absence is greatly noticed?
* Is there an individual or team of people who must be consistently present in order to ensure smooth running of the business?

Your text here…

# 2. Industry

## **Industry** O**verview and** T**rends**

**What to include here:**

* What’s happening in your industry, or in the market where you’re selling, that could have a positive or negative impact on your company?
* Have you seen an uptick in demand for a product or service?
* Is the population changing? Are you customers getting older?
* Is your current product or service at risk of becoming obsolete, forcing you to change?
* Have new competitors emerged?
* Could new regulations, tax or trade laws have an impact on your business?

Your text here…

## **Government regulations**

**What to include here:**

* Are there regulatory or legal changes affecting your product, service or industry?
* Do you work in an industry that’s highly regulated, like healthcare?

Your text here…

#

# 3. Market

## Target Market

**What to include here:**

* Describe your ideal customer.
* What are their needs?
* Is their purchasing behaviour changing?

Your text here…

## Overview of Market Trends

**What to include here:**

* How has customer behaviour changed over time?
* Are there new products or services that have emerged?
* Has the supply chain changed?
* Are there regulatory changes that affect your potential customers or their ability to buy your product or service?

Your text here…

## Competition

**What to include here:**

* Who are your competitors? And what are their strengths and weaknesses? (remember that the more information you put here, the better, because it shows that you’ve done your research)

Your text here…

## Competitive Advantage

**What to include here:**

* What is different about your product or service?
* What unique solution are you offering?
* Do you have unique ways of distributing your product or service?
* Why would customers choose your product or service over your competitors’ offerings?

Your text here…

# 4. Sales & Marketing

This section can be written in present or future tense. How do you…? Or how will you…?

## Customers

**What to include here:**

* Does your business rely on a few main customers?
* Do you have a diverse customer base?
* List and describe your key customers in table below

|  | Name | Terms | Product/Service |
| --- | --- | --- | --- |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |

## Suppliers

**What to include here:**

* Does your business rely on a few suppliers?
* Do you rely on a sole supplier to run your business?
* List and describe your suppliers in table below

|  | Name | Terms | Product/Service |
| --- | --- | --- | --- |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |

## Advertising

**What to include here:**

* How do you reach out to your customers?
* Do you do any form of advertising or promotion?

Your text here…

## Pricing

**What to include here:**

* How do you price your products or services?
* How do you deliver your products or services?

Your text here…

## Customer Service

**What to include here:**

* Do you have a warranty?
* What happens if your products or services aren’t available when the client needs them?

Your text here…

#

# 5. Operations

## Business Locations

**What to include here:**

* List your business’ locations (stores, offices, production facilities)
* Include a short description of each and hour of operation
* Do you own your property?
* Do you rent? What are the terms?

Your text here…

## Equipment

**What to include here:**

* What kind of equipment do you rely on for your business?
* Do you need to buy or rent new equipment to run your business?

Your text here…

## Compliance

**What to include here:**

* What type of permits and inspections do you need to ensure that your business is compliant?
* Is there a timeline for the permits you need?
* Are there any regulations or laws that affect your operations?
* Are there any impending regulations or laws that could affect your business?

Your text here…

# 6. Goals

## Business Goals

**What to include here:**

* What are your short-term objectives and goals?
* What are your long-term objectives and goals?

Your text here…

## Milestones

**What to include here:**

* Your key milestones, measurable outcomes, target completion date, and person or team responsible for reaching milestone
* What will need to happen if the company is to succeed?

Your text here…

|  | Milestone | Measurable outcome | Person responsible |
| --- | --- | --- | --- |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |

## Resources Needed

**What to include here:**

* How much money will you need to complete project or reach milestones?
* How much will you finance yourself?
* How will the money be spent?

Your text here…

## Risk Assessment

**What to include here:**

* Are there any internal or external events that could trigger an adjustment to your timetable?
* Could there be any delays in getting your products or services to market?
* Do you currently have the right employees and team in place?
* Is there anything that could affect your cash flow?
* Do you have a plan B?

Your text here…

Now that you are done:

REMEMBER TO GO BACK AND UPDATE THE TABLE OF CONTENTS.

REMEMBER TO CHECK THAT ALL RED GUIDANCE TEXT HAS BEEN DELETED.

REMEMBER TO ADD A FINANCIAL SECTION - REFERRED TO ON NEXT PAGE. SPREADSHEET TEMPLATES CAN BE DOWNLOADED UNDER OUR GUIDES.

# 7. Finances

See appendix