



BUSINESS PLAN

TEMPLATE

CONFIDENTIAL

Business Plan

Insert logo

Your Business Name

Your tag line (if applicable)

Contact Information

Name:

E-mail:

Phone:

Website: (if applicable)



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1.0 Executive Summary

1.1 Opportunity

1.1.1 Problem

Briefly describe the problems that your business intends to solve and why it is important to solve that problem for your customers

1.1.2 Solution

Briefly describe how your company solves the problem you stated.

1.2 Market

Describe your target customer briefly to give the reader a summary of the market size

1.3 Competition

Summarize your key competitors, both direct and indirect.

1.4 Why us?

Describe why your company is the right one to solve the problem. Explain why you as the entrepreneur will succeed together with your team.

1.5 Financial Forecast

Give a brief summary of your financial projections and financial needs.



2.0 Opportunity

2.1 Problem Worth Solving

Go deeper into the problem you intend to solve. State the statistics of how the problem has been prevailing or growing in the past years and how this is affecting your target market.

2.2. Our Solution

Demonstrate deeply how you intend to solve the problem, how you came up with the solution, how the solution works, and the impact it will have on the affected population. For example, reduced cost, better living standards, reduced online scam, etc.

2.3 Validation of Problem and Solution

Do you have real data of people suffering from the problem you're trying to solve? Is the solution financially viable and are there other alternatives currently available? How limited are the current solutions and how is your solution improved?

NB/ go as deep as possible in this section as it proves whether you're solving any problem or just duplicating another business idea

2.4 Roadmaps/ Future Plans

What are your plans for growth 5 years down the line?

How will you ensure your business keeps growing even after solving the current problem?



3.0 Market Analysis

3.1 Market Segmentation

Divide your customers or market into tiny segments based on characteristics such as age, spending habits, gender, shopping behavior, regions, income, etc.

Explain the needs of each customer segment, trends, and potential growth.

The purpose is to ensure a clear understanding of each of your target customer. You can only offer the right product if you understand the problem each target customer is facing.

N/B: This should be an industry wide analysis. For example, the different customer segments in the tourism industry, the needs, trends and growth potential of each customer segment.

3.2 Key Customers

From the market segments you have developed above, pin-point who your key customers are, how you will solve their problem, and how you will reach them through the different marketing methods.

3.3 Future Markets

Where do you see your business in the next 5 years?

What other growth potentials are available once you have satisfied the customer segments you target?

How will you ensure your business continues growing in the future?



3.4 Competition

Dive deep into who your competition are, explaining both direct and indirect competitors.

Explain the strengths and weaknesses of each competitor, and how your product/service is better by either fewer weaknesses or stronger strengths. In other words, how do you overcome their limitations in order to perform better?

3.5 SWOT Analysis

Give a summary of your strengths, weaknesses, opportunities, and threats.



4.0 Execution

4.1 Marketing plan

Explain how you will execute the different marketing methods to reach your target customers and include the projected costs of each method and any other resources needed such as marketing managers.

4.2 Sales Plan

How will you price your product/service?

In case of a product, how will you distribute your products to reach different people and what will be the pricing point and supply chain process?

In case of a service, how will you close sales? Do you need sales representatives? And how much will it cost you to close a sale, e.g. in terms of offering after-sales services, discounts, free services, etc?



5.0 Operations

5.1 Location and Facilities

Where will your business be located and why?

What will you need to get your business up and running and what is the cost of each item you need?

5.2 Technology

Do you need any technical resources such as software? How much will they cost? And how will you acquire them?



6.0 Company and Management

6.1 Overview

Give a summary of how your company will be set up.

6.2 Organizational Structure

How will your company be operated in terms of managerial structure, employees needed and their roles, and your role as the CEO?

Do you have or need any advisors, and who will they be?



7.0 Financial Plan

7.1 Revenue/sales Forecast

Give a sales forecast for three-five years.

7.2 Expenses Forecast

Give a summary of the expenses you project to for three-five years.

7.3 Projected Statement of Financial Position

Create a projected balance sheet for first year of operation.

7.4 Projected Statement of Cash Flow

Create a projected statement of cash flow for the first year of operation.

7.5 Projected Income Statement

Create a projected income statement for your first year of operation.

7.6 Milestones

State the milestones you expect to reach in different periods of your operation.

7.7 Key Metrics

How will you measure your company's performance in different stages of operation to ensure growth?

