

## Business Name

Tag Line

# BUSINESS PLAN

### INSTRUCTIONS:

- 1) ALL **BLUE** Text is HIDDEN. IT WILL NOT PRINT. If you CAN NOT SEE the **BLUE** Text, click on the "¶" button on the tool bar, or search Help for Hidden Text.
- 2) Enter your own information when prompted, such as InsertTextHere.
- 3) Change the copyright line in the footers to include your company name.
- 4) This text box is not hidden and will be printed. Therefore, you should delete this text box before printing out your final business plan.

Entrepreneur's Name  
Entrepreneur's Title  
Company Name  
Company Address  
City, State Zip Code  
Phone, Fax Numbers  
e-mail, Web address

### Date Prepared

Month year

## **Disclaimer and Notice of Confidentiality**

InsertTextHere

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# **Executive Summary**

## **The Company**

InsertTextHere

## **The Market**

InsertTextHere

## **Competitive Analysis**

InsertTextHere

## **The Product/Service**

InsertTextHere

## **Value Proposition**

InsertTextHere

## **Marketing and Sales Plan**

InsertTextHere

## **Management and Organization**

InsertTextHere

## **Financial Summary**

InsertTextHere

## **Investor Summary**

InsertTextHere

# **The Company**

## **Name and Location**

InsertTextHere

## **Facilities**

InsertTextHere

## **Legal Form of Business**

InsertTextHere

## **Employees**

InsertTextHere

## **Company History**

InsertTextHere

# **Marketing Plan**

## **Industry Profile**

### **Current Size**

InsertTextHere

### **Growth Potential**

InsertTextHere

### **Industry Trends**

InsertTextHere

### **Other Characteristics**

InsertTextHere

### **Sales Channels**

InsertTextHere

## **Competitive Analysis**

### **Direct Competition**

InsertTextHere

### **Indirect Competition**

InsertTextHere

### **Future Competition**

InsertTextHere

### **Competitive Analysis**

InsertTextHere

## **Market Analysis**

### **Target Market Profile**

InsertTextHere

### **Customer Profile**

InsertTextHere

### **Future Markets**

InsertTextHere



## **Product/Service Plan**

### **Purpose of Product/Service**

InsertTextHere

### **Features and Benefits**

InsertTextHere

### **Value Proposition**

InsertTextHere

### **Proof of Concept**

InsertTextHere

### **Stage of Development**

InsertTextHere

### **Intellectual Property**

InsertTextHere

### **Disclosure**

InsertTextHere

### **Barriers to Re-Engineering**

InsertTextHere

### **Governmental Approvals**

InsertTextHere

### **Product/Service Limitations**

InsertTextHere

### **Technology Limitations**

InsertTextHere

### **Product/Service Liability**

InsertTextHere

### **Product/Service Support**

InsertTextHere

### **Production**

InsertTextHere

### **Facilities**

InsertTextHere

### **R&D Partners**

InsertTextHere

**Suppliers**

InsertTextHere

**Related Products/Services and Spin-offs**

InsertTextHere

# Market Penetration and Sales Plan

## Company Image

InsertTextHere

## Customer Service

InsertTextHere

## Location

InsertTextHere

## Direct Sales Force

InsertTextHere

## Sales Representatives

InsertTextHere

## Licensing or Distributors

InsertTextHere

## Marketing Alliances

InsertTextHere

## Advertising and Promotion

InsertTextHere

## Publicity

InsertTextHere

## Telemarketing/Direct Mail

InsertTextHere

## Internet

InsertTextHere

## Trade Shows

InsertTextHere

## Market Penetration Effectiveness

InsertTextHere

## Pricing

### Pricing Strategy

InsertTextHere

### Price List

InsertTextHere

### Pricing Policies

InsertTextHere

### Break-Even Analysis

InsertTextHere

# **Management and Organization Plan**

## **Management Team**

InsertTextHere

## **Board of Directors/Advisory Board**

InsertTextHere

## **Recruitment and Selection of Employees**

InsertTextHere

## **Compensation and Ownership**

InsertTextHere

## **Employee Reward and Incentive Plan**

InsertTextHere

## **Communication**

InsertTextHere

## **Infrastructure**

InsertTextHere

# **Operating and Control Systems Plan**

## **Receiving Orders**

InsertTextHere

## **Qualifying, Billing, and Collecting from Customers**

InsertTextHere

## **Paying Vendors and Suppliers**

InsertTextHere

## **Controlling Inventory**

InsertTextHere

## **Handling Warranties and Returns**

InsertTextHere

## **Providing Service**

InsertTextHere

## **Security Systems**

InsertTextHere

## **Regulatory Compliance**

InsertTextHere

## **Risk Analysis**

InsertTextHere

## **Salvaging Assets**

InsertTextHere

# **Financial Plan**

## **Financial Summary**

InsertTextHere

## **Start-Up Costs**

InsertTextHere

## **Research and Development Costs**

InsertTextHere

## **Sales Projections**

InsertTextHere

## **Income Projections**

InsertTextHere

## **Cash Requirements**

InsertTextHere

## **Sources of Financing**

InsertTextHere

## **Key Ratios**

InsertTextHere

## **Annual Snapshot**

InsertTextHere

## **Growth Plan**

### **New Offerings to Market**

InsertTextHere

### **Capital Requirements**

InsertTextHere

### **Personnel Requirements**

InsertTextHere

### **Exit Strategy**

InsertTextHere

# Investor Highlights

InsertTextHere



# **APPENDIX**

## **Appendix 1 – Financial Statements**

### **Projected Financial Statements**

## **Appendix 2 – Resumes of Entrepreneur and Key Management Personnel**

## **Appendix 3 – Other**