Business Plan

**For**

![C:\Users\David Brown\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\PK43MQ68\default-placeholder[1].png]()

**Insert logo or building photo**

Business Name Address

City State Zip Phone

Website URL

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**Professional Development Pan (if applicable – if not delete this line)……………………………………………….**

**Attachments (examples as follows – modify to fit your needs)**

**Marketing Analysis supporting documents…………………………………………………………………………..**

**Budget support documents (ie: industry standards for expenses, lease, utltity estimates)…..**

**Your Resume……………………………………………………………………………………………………………………….**

**Resume of Management Team……………………………………………………………………………………………**

**Copies of marketing material (brochures, flyers, menu)……………………………………………………….**

**Other pertinent documents………………………………………………………………………………………………..**

# Executive Summary

* completed last
* summarizes all the other pieces that you have created
* a short story of who you are, what you are going to do, where you are going to do it and how you are going about doing it.
* If someone reads only this page will they have a good understanding about my business?

# Mission statement

* Describes the purpose of your business
* What’s important to your business from what’s not
* Read other business mission statements or search the internet for examples
* brief statement of the purpose of a company

# Vision Statement

* Look into your crystal ball; what do you see your business looking like in one year? Three years? Five Years?
* Be specific in your description.
* Described in a few sentences, what I see the business in the future.

# Core Values

* What are the guiding principles in your life? Are these principals the same ones that will guide your business?
* An example of this is the “Golden Rule”
* Describe your core values in one or two paragraphs.

# Management Team

* What is your business structure?
* Describe it in this section with their roles and responsibilities of key staff positions.
* Resumes’ for each person listed should be in the attachment section of the Plan
* Key people within your business, not part of the management team, who bring a key component to the business, should be listed.

# Market Analysis

* Who are the customers suited for your product? Where will you find these customers?
* Your market needs to be defined as to who the idea customers are? (ie.

Married with kids, owns a home and two cars)

* The product will have characteristics which benefit specific groups. These characteristics will vary depending on the product. The customer description could be limited or broad.

# Marketing Plan

* Critical part of any business operation and business plan.
* Describes how you are doing to build your customer base
* Provides a track to follow as you get pulled in every direction

# Budget Monthly Goals

|  |  |
| --- | --- |
| EXPENES | MONTHLY AMOUNT |
| Advertising |  |
| Auto |  |
| Bad debt expense |  |
| Business Gift |  |
| Business License fees |  |
| Computer |  |
| Depreciation |  |
| Dues and publications |  |
| Insurance |  |
| Interest paid |  |
| Internet service |  |
| Meals/entertainment |  |
| Office Equipment |  |
| Salaries |  |
| Payroll Taxes |  |
| Postage/delivery |  |
| Repairs and maintenance |  |
| Rent |  |
| Supplies |  |
| Marketing |  |
| Telephone |  |
| Taxes |  |
| Travel |  |
| Utilities |  |
| Miscellaneous |  |
| **TOTAL EXPENSES** |  |

**Goals**

* Must be realistic, attainable, measurable and specific
* Should have 1 year, 3 year and 5-year goals
* Have you tied the goals to your finances?

# Professional development (if applicable)

* Are you a licensed business, what you must do to maintain your license?
* Is there a topic you wish to learn more about and how will you achieve the knowledge (i.e.: webinars, classes)
* Is there a certification program you want to obtain?

# Attachments

* List all the supporting documents here in order they appear
* Some of the items to include are:
	+ Resume of business owner
	+ Resume of management team and any other key employee
	+ Marketing demographics supporting your analysis
	+ Staff job descriptions
	+ Marketing material (i.e.: brochures, flyers, menu)
	+ Supporting documentation for budget such as industry standards or other documents used to detail expenses.