[Business Name]

Business Plan · Prepared by [Owner Name] · [Month Year]

Address _____ **Phone** _____

Email _____ **Website** _____

1. Executive summary

[Write this section last. In one page, summarize what the business does, the problem it solves, your target customers, what makes you different, your financial highlights and how much funding you are requesting.]

2. Company description

Legal structure [LLC / S corp / sole prop] **Founded** _____

Location _____ **Owners** _____

Mission statement: [One or two sentences on why the business exists.]

What we do: [Describe your products or services and the customer need they meet.]

3. Market analysis

- Industry overview: [size, growth, trends]
- Target market: [who your customers are, demographics, location, needs]
- Market size: [number of potential customers and what they spend]
- Competitors: [main competitors and their strengths and weaknesses]
- Competitive advantage: [why customers will choose you]

4. Organization and management

Name	Role	Experience and responsibilities

5. Products and services

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Product / service	Description and benefit	Price

6. Marketing and sales

- Positioning: [how you want customers to see you]
- Channels: [website, social media, referrals, retail, direct sales]
- Pricing strategy: [and why]
- Sales process: [how a lead becomes a customer]
- Customer retention: [how you will keep customers coming back]

7. Operations

[Location and facilities, suppliers, equipment, technology, staffing plan, and key milestones for the next 12 months.]

Milestone	Target date	Owner

8. Funding request

Amount requested $

Type of funding [loan / equity / grant]

Use of funds

Repayment or exit plan

9. Financial projections

	Year 1	Year 2	Year 3
Revenue			
Cost of goods sold			
Gross profit			
Operating expenses			
Net profit (before tax)			
Cash at year end			

[Explain the key assumptions behind these numbers, such as average sale price, customers per month and growth rate.]

10. Appendix

[Resumes, permits, leases, letters of support, product photos, detailed financial statements and market research.]