

# BUSINESS PLAN

DATE PREPARED

CONTACT

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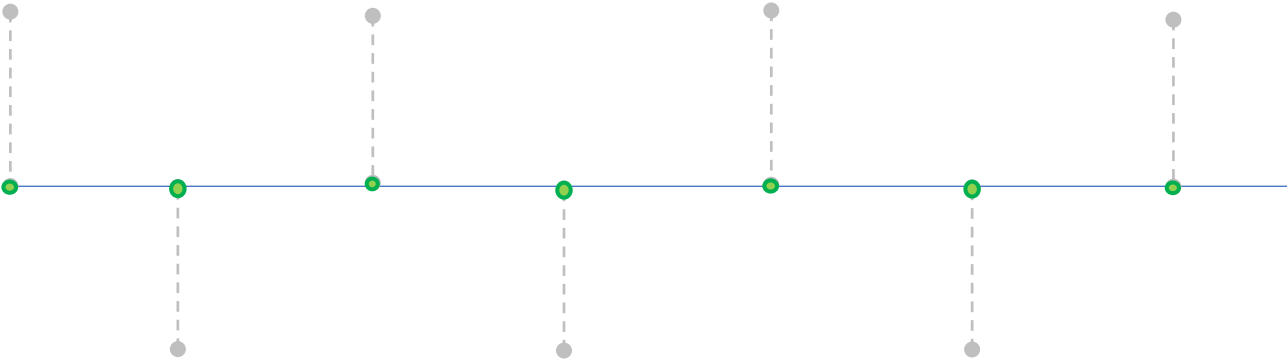
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## 1. EXECUTIVE SUMMARY

## 2. COMPANY OVERVIEW

### 2.1 COMPANY BACKGROUND

A timeline of milestones is illustrated below:



### 2.2 MANAGEMENT TEAM

2.3 REQUIRED FUNDS

TABLE: SOURCES AND USES OF FUNDS

SOURCE OF FUNDS	TO BE USED FOR

3. PRODUCTS AND SERVICES

Here are some examples of our offerings: (insert images below)



## 4. MARKET ANALYSIS

### 4.1 MARKET AND INDUSTRY OVERVIEW

4.2 TARGET MARKET

According to our market research, our target customers have the following characteristics in common:

SEGMENT 1		SEGMENT 2	
AGE		AGE	
GENDER		GENDER	
OCCUPATION		OCCUPATION	
INCOME LEVEL		INCOME LEVEL	
HIGHEST LEVEL OF EDUCATION		HIGHEST LEVEL OF EDUCATION	
MARITAL STATUS		MARITAL STATUS	

4.3 COMPETITION

5. MARKETING PLAN

5.1 MARKETING STRATEGY

5.2 POSITIONING

5.3 PROMOTION

5.4 PRICING

TABLE: PRICING COMPARISON

PRODUCT/SERVICE	OUR PRICE	AVERAGE COMPETITOR PRICE



5.5 DISTRIBUTION

6. IMPLEMENTATION PLAN

6.1 PERSONNEL PLAN

TABLE: PERSONNEL PLAN

PERSONNEL	YEAR 1	YEAR 2	YEAR 3
POSITION 1			
POSITION 2			
POSITION 3			
POSITION 4			
<b>TOTAL PAYROLL</b>			

6.2 SWOT ANALYSIS

STRENGTHS (INTERNAL)	WEAKNESSES (INTERNAL)
1.	1.
2.	2.
3.	3.
OPPORTUNITY (EXTERNAL)	THREATS (EXTERNAL)
1.	1.
2.	2.
3.	3.

7. FINANCIAL PLAN AND STATEMENTS

7.1 KEY ASSUMPTIONS

7.2 SALES FORECAST

Insert chart and or graph depicting your sales forecasts below:



7.3 BREAK-EVEN ANALYSIS

Insert chart and or graph depicting your breakeven point below:



7.4 PROJECTED INCOME STATEMENT

Insert Projected Income Statement Below:

--

7.5 PROJECTED CASH FLOW STATEMENT

Insert projected cash flow statement below:

--

7.6 PROJECTED BALANCE SHEET

Insert projected balance sheet below:

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8. APPENDIX

# FILL-IN-THE-BLANK BUSINESS PLAN FOR STARTUPS TEMPLATE

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