

# Start-Ups

## Building A Business Plan

### Template

Company Name

Business Plan

Date

Street Address

City, State & Zip Code

Phone Number

E-Mail Address

Web Address

# Table of Contents

1. Table of Contents .....	
2. Executive Summary.....	
3. Business Description & Vision.....	
4. Definition of the Market.....	
5. Description of Products and Services.....	
6. Organization & Management.....	
7. Marketing and Sales Strategy.....	
8. Financial Management.....	
9. Appendices.....	

# Executive Summary

**What:** Type of business, products/services, business concept, "the opportunity," etc.

---

---

---

---

---

---

---

---

---

---

**Who:** You and your team (owners and key personnel), target markets and competition

---

---

---

---

---

---

---

---

---

---

**Why:** Other reasons you think your business will succeed, e.g. economics, profit potential, market share, sales projections, months to break-even or positive cash flow, market and industry trends, competitive advantage, etc.

---

---

---

---

---

---

---

---

---

---

After reviewing this section the reader should:

- Want to learn more about your business
- Have a basic understanding about your company

# Business Description & Vision

## Mission Statement

---

---

---

---

---

---

## Company Vision

---

---

---

---

---

---

## Business Goals and Objectives

### Short Term

---

---

---

---

---

---

### Long Term

---

---

---

---

---

---

**Brief History of the Business**

---

---

---

---

---

---

**List of Key Company Principals**

---

---

---

---

**After reviewing this section the reader should know:**

- Who the business is and what it stands for
- Your perception of the company's growth & potential
- Specific goals and objectives of the business
- Background information about the company

# Definition of the Market

**Business Industry and Outlook**

---

---

---

---

---

---

---

---

**Specific Customer Needs**

---

---

---

---

---

---

---

---

---

---

**Targeted Customers**

---

---

---

---

---

---

---

---

---

---

**Customer Profile**

---

---

---

---

---

---

---

---

---

---

**After reviewing this section the reader should know:**

- Basic information about the industry you operate in and the customer needs you are fulfilling
- The scope and share of your business market, as well as who your target customers are

# **Description of Products and Services**

**Description of Products and Services**

---

---

---

---

---

---

---

---

---

---

## Product Pricing

---

---

---

---

---

---

---

---

---

---

## Description of how your products and services are competitive.

---

---

---

---

---

---

---

---

---

---

## Reference applicable graphics and brochures

---

---

---

---

---

---

---

---

---

---

### After reviewing this section the reader should know:

- Why you are in business
- What your products and services are and how much they sell for
- How and why your products & services are competitive

# Organization and Management



**Description of how the company is organized**

---

---

---

---

---

---

---

---

**Legal form of ownership**

---

---

---

---

---

---

---

---

**Explanation of how things get done**

---

---

---

---

---

---

---

---

---

---

**Required licenses and permits**

---

---

---

---

---

---

---

---

**Bio description of key company managers**

---

---

---

---

---

---

---

---

---

---





---

---

---

---

---

---

**After reviewing this section the reader should:**

- Have a good understanding regarding the financial capacity and/or projections for your company

## **Appendices**

**This section should include as attachments:**

1. Company brochures
2. Resumes of key employees
3. List of business equipment
4. Copies of press articles and advertisements (if available)
5. Pictures of your business location and products
6. Information supporting the growth of your industry and/or products
7. Key business agreements, such as lease, contracts, etc.