[Business name] — Business Plan

Prepared by _____ **Date** _____ **Contact** _____

1. Executive summary

Write last. In one page: what you do, for whom, why you will succeed, the key numbers and what you are asking for.

2. Company description

Legal structure, location, mission, history (if any) and current stage.

3. Problem and solution

Describe the customer problem with evidence, and how your product or service solves it.

4. Market analysis

Target segments, size of each (bottom-up), trends and customer research.

Gshoponline.com · Personal and small-business use; please do not resell or share the files.

5. Competition

Direct and indirect competitors, a comparison table, and your advantage.

6. Marketing and sales plan

Pricing, channels, promotion, sales process and customer acquisition cost.

7. Operations plan

Premises, suppliers, equipment, processes, opening hours, legal and insurance requirements.

8. Management and team

Owners, key staff, advisers, roles and gaps to fill.

9. Financial plan

Start-up costs, sales forecast, profit and loss, cash flow, break-even and key assumptions (see workbook).

10. Funding request

Amount needed, how it will be used, proposed terms and owner contribution.

11. Milestones

Key dates for the next 12–24 months.

12. Risks and mitigation

Main risks and how you will reduce or respond to them.