BUSINESS PLAN

**COMPANY NAME**

DATE PREPARED

XX/XX/XXXX

CONTACT INFORMATION:  
Contact Name

Title

Phone Number

Email Address

Contact Name 2

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### EXECUTIVE SUMMARY

What are the main takeaways about your organization? This area is a short, comprehensive summary no longer than two pages that covers everything that this proposal will include.

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### BRAND IDENTITY

What’s your brand identity? What type or structure will the business be in? What industry does your business fit into? What type of designing will your business focus on? Will you partner with app developers or web developers to make products come to life?

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### PROBLEM

What are other designers getting wrong about their users? What problem are you solving for your clients? What is the gap in the market that you’re attempting to fill?

### SOLUTION

How are you going to create a specialized solution to the problems you’ve identified? How will you fill the gap in the market that you’ve discovered?

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### TARGET MARKET

Who are you targeting as your preferred clientele? Who will buy your product or service, and why?

### COMPETITION

Who’s your competition and why are they your competition?

### MARKETING

How will you explain to people who you are?

### BUSINESS EXPENSES

What are your business expenses?

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### COST OF SERVICES

How much are you going to charge for your services? Why are you charging those prices? What will the price of your services be?

### FINANCIAL PROJECTIONS

How will you survive financially after you start your business? What will your finances look like in the first month, first 6 months or first year?

### GOAL

In five years what is the goal that you have set for your organization to meet? How will you know you’ve met that goal? Why do you feel that that goal is attainable? How do those goals apply to your clients?