**Example of a Business Plan**

Looking over an example of a business plan can be a big help to an individual who is already familiar with how to write one, but those who have never done it before may still need additional information. The tips below, along with a template or a well-written example, will help anyone write an effective business plan.

**What Is a Business Plan?**

Business plans are used for many different reasons; the most common being to acquire startup funding. But a business plan is much more than a proposal to attract investors. It is essentially a road map for the entire long-term operation of the business. It is not uncommon for a business plan to change as a company grows, but it should always be well thought out and must include the necessary information.

**How Long Is a Business Plan?**

Many entrepreneurs are apprehensive about writing a business plan because of the details involved. An effective business plan that can be used for many purposes is usually about 20 pages long, but the length may vary depending on the type of business. Some are as short as 10 pages, while others may include more than 100 pages. The length of the plan isn’t important; it’s the content within the document that matters.

**Executive Summary**

Every example of a business plan includes an executive summary. This page is the first part of the plan and includes all of the vital information. The company’s mission statement typically begins this section, followed by essential details like the startup date, location, and name of the business. Information about the owners, the employees, and the roles each play in daily operations is also included. The executive summary typically contains a brief description of the company’s purpose and investor details as well.

**Other Information**

The remainder of the business plan consists of more detailed information about the company, including marketing plans and strategies, area demographics, details about competitors, and operational procedures. Detailed financial data is an important part of a business plan as well. Startups should include projected sales and income statements, along with the owner’s capital and proposed expenses. Established companies should include all of their current financial statements and any supporting documents like tax forms or lease agreements.

**Business Plan Samples**

Finding sample business plans and templates isn’t too hard. The Internet is full of them, and many are free. It is important to remember, however, that an effective business plan is written specifically for the company it discusses. A generic example is a good starting point, but writing a business plan will require additional effort. Many business owners choose to hire an experienced business writer to compile their company information into a well-written business plan. If you’re interested in giving it a try yourself, visit the [SBA website](http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/writing-business-plan) for more tips and suggestions.

An up-to-date, well-written business plan is a must for any company, from small proprietorships to established multimillion dollar corporations. An example of a business plan is a great reference, but most individuals need more than a sample or template to write a good plan that gets results.