

**Generic Company INC.®**  
**Business Plan**

*Version 1.0*

FIRSTNAME LASTNAME

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GENERIC COMPANY

## Executive Summary

### Management:

- CEO
- COO
- EVP Sales & Business Development
- VP Engineering

### Key Advisors/Board Members:

- 
- 

**Industry:** Construction Materials

**Number of Employees:** tbd.

**Bank:** tbd.

**Law Firm:** tbd.

**Accounting Firm:** tbd.

**Amount of Financing Sought:** \$10M

### Current Investors:

- 
- 

### Use of Funds:

- 
- 

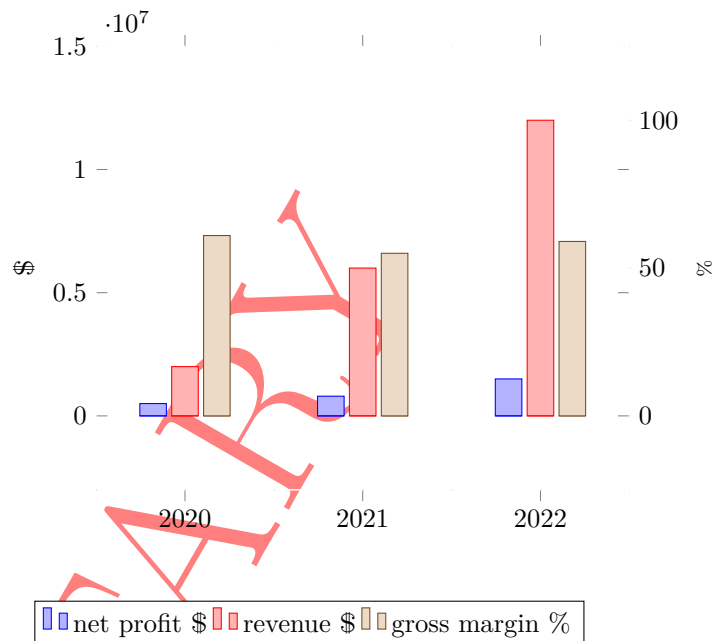


Figure 1: Financial Projection

### Markets:

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### Competition:

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### Business Model and Distribution Channels:

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### Business Description:

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### Company Background:

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### Problem/Solution:

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### Products/Services:

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### Technology/Special Know-How:

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## 1 Company Description

- 1.1 Status
- 1.2 Mission Statement
- 1.3 Philosophy and vision
- 1.4 Goals
- 1.5 Target market
- 1.6 Legal Structure

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## 2 Products

Table 1: Products

Product	Product 1	Product 2
Benefits	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

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Product	Product 1	Product 2
Features	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

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Product	Product 1	Product 2
Production and Delivery	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

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Product	Product 1	Product 2
Suppliers	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

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### 3 Marketing Plan

#### 3.1 Market Research

##### 3.1.1 Market Overview

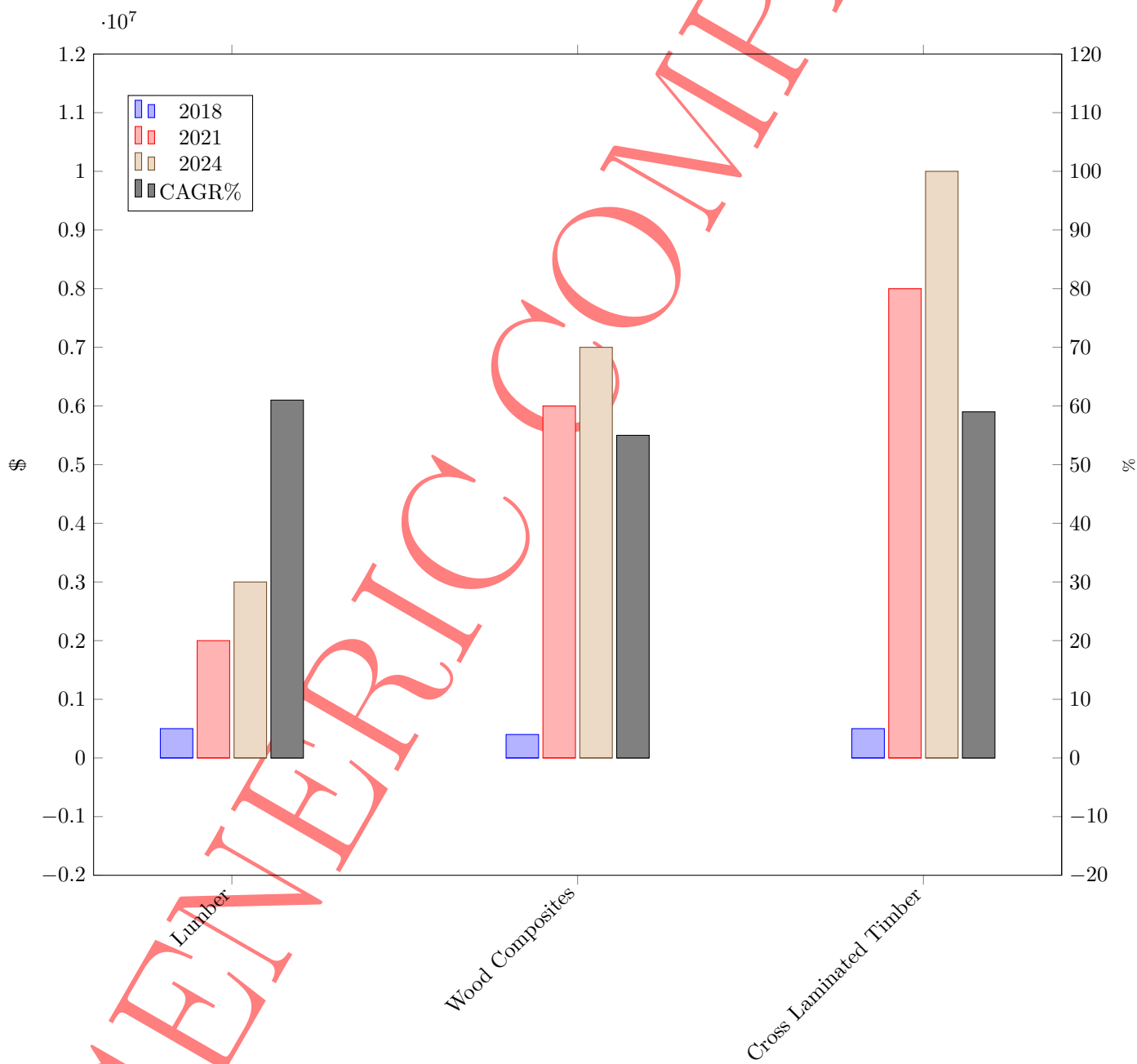


Figure 2: Markets by segment size and compound annual growth rate (CAGR%)

### 3.1.2 Barriers to Entry

### 3.1.3 SWOT Matrix - (*Strengths, Weaknesses, Opportunities, Threats*)

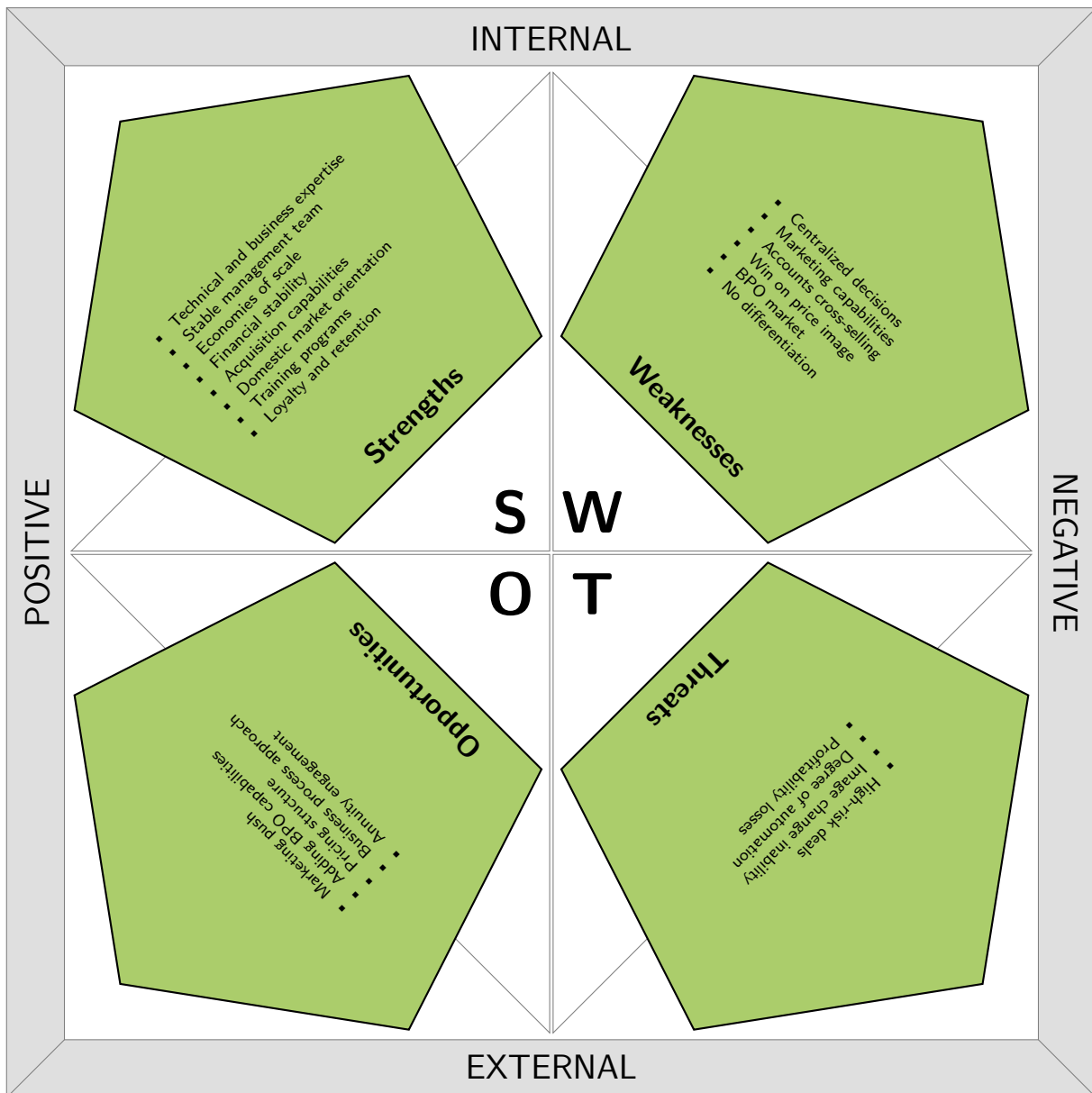


Figure 3: SWOT Matrix

### 3.1.4 Competitor Data Collection Plan

	Price	Benefits/Features	Size/Profitability	Market Strategy
Competitor 1				
Competitor 2				
Competitor 3				
Competitor 4				

Table 2: Product 1 Competitors

	Price	Benefits/Features	Size/Profitability	Market Strategy
Competitor 1				
Competitor 2				

Table 3: Product 2 Competitors

### 3.1.5 Competitive Analysis

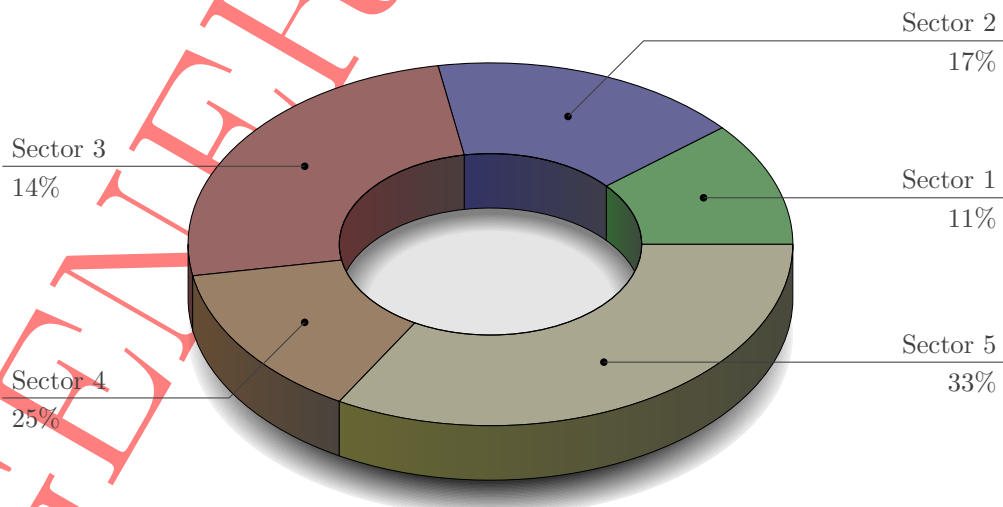


Figure 4: Markets, products and alternatives

Image			
Advertising			
Credit Policies			
Sales Method			
Appearance			
Location			
Reputation			
Expertise			
Stability			
Reliability			
Service			
Selection			
Quality			
Price			
Products			
	Competitor 1	Competitor 2	Generic Company

Table 4: Product 2 Competitors

### 3.2 Business Model

### 3.3 Marketing Expenses

### 3.4 Pricing Strategy

### 3.5 Distribution Channel Assessment



## 4 Operational Plan

### 4.1 Production

### 4.2 Quality Control

### 4.3 Location

### 4.4 Legal Environment

### 4.5 Personnel

### 4.6 Inventory

### 4.7 Suppliers

### 4.8 Credit Policies

GENERIC COMPANY

## 5 Management and Organization

### 5.1 Biographies

### 5.2 Gaps

### 5.3 Advisers

### 5.4 Organizational Chart

PROPRIETARY

## 6 Financial Plan

### 6.1 Profit and Loss Projection

Table 5: 5 year profit and loss projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual cumulative price ( revenue ) increase	0.83%	0.71%	0.61%	0.81%	0.67%
Annual cumulative inflation ( expense ) increase	1.50%	0.02%	2.95%	3.10%	2.37%
Revenue					
Product 1	\$15137	\$14519	\$18452	\$19389	\$12262
Product 2	\$10621	\$33103	\$10992	\$11124	\$11085
Product 3	\$14897	\$30481	\$19323	\$13272	\$39708
Service 1	\$33054	\$48111	\$14882	\$17209	\$16173
Service 2	\$107410	\$26553	\$12715	\$24205	\$11035
Service 3	\$10361	\$15355	\$18011	\$12397	\$13288
Total revenue	\$191480	\$168122	\$94374	\$97596	\$103551
Cost of Sales					
Product 1	\$1235	\$1144	\$24994	\$1548	\$8734
Product 2	\$2152	\$1303	\$3202	\$1426	\$3004
Product 3	\$3065	\$34645	\$1092	\$8505	\$1288
Service 1	\$1576	\$18372	\$2094	\$1206	\$2211
Service 2	\$1200	\$101626	\$6023	\$2521	\$1693
Service 3	\$4157	\$1422	\$1368	\$1979	\$3214
Cost of goods sold	\$13386	\$158512	\$38772	\$17186	\$20145
Gross profit	\$178094	\$9610	\$55602	\$80411	\$83407
Non-Operational Income					
Rental	-	-	-	-	-
Interest income	-	-	-	-	-
Loss (gain) on sale of assets	-	-	-	-	-
Other income (specify)	-	-	-	-	-
Total Non-Operational income	\$0	\$0	\$0	\$0	\$0
TOTAL INCOME	\$178094	\$9610	\$55602	\$80411	\$83407
EXPENSES					
Operating expenses					
Sales and marketing	\$169	\$895	\$191	\$211	\$172
Depreciation	\$164	\$387	\$245	\$103	\$261
Insurance	\$113	\$153	\$225	\$178	\$114
Payroll and Payroll Tax	\$469	\$1728	\$150	\$169	\$246
Property taxes	\$2081	\$170	\$138	\$147	\$319

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	Year 1	Year 2	Year 3	Year 4	Year 5
Maintenance, repair and overhaul	\$127	\$372	\$109	\$395	\$123
Utilities	\$120	\$572	\$1405	\$145	\$1063
Administrative fees	\$196	\$122	\$1661	\$116	\$152
Interest expense on long term debt	\$559	\$697	\$543	\$104	\$199
Total operating expenses	\$3999	\$5095	\$4668	\$1567	\$2649
Non-Recurring expenses					
Unexpected expenses	\$1378	\$6840	\$1202	\$1694	\$2230
Other expenses					
Total Non-Recurring expenses	\$1378	\$6840	\$1202	\$1694	\$2230
TOTAL EXPENSES	\$5378	\$11935	\$5871	\$3262	\$4879
TAXES					
Income tax	\$51815	-\$698	\$14919	\$23145	\$23558
Other tax (specify)	-	-	-	-	-
TOTAL TAXES	\$51815	-\$698	\$14919	\$23145	\$23558
NET PROFIT	\$120902	-\$1628	\$34812	\$54004	\$54969

## 6.2 Cash Flow

Table 6: Cash flow

Operating activities	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Net income	\$120902	-\$1628	\$34812	\$54004	\$54969	\$263059
Depreciation	\$164	\$387	\$245	\$103	\$261	\$1161
Accounts receivable	-	-	-	-	-	-
Inventories	\$1469	\$2529	\$1278	\$4757	\$18558	\$28590
Accounts payable	-	-	-	-	-	-
Amortization	-	-	-	-	-	-
Other liabilities	-	-	-	-	-	-
Other operating cash flow items	-	-	-	-	-	-
Total operating activities	\$122535	\$1288	\$36335	\$58865	\$73788	\$292811
Investing activities						
Capital expenditures	\$456003	\$0	\$0	\$0	\$55	\$456058
Acquisition of business	-	-	-	-	-	-
Sale of fixed assets	\$0	\$0	\$0	\$0	\$0	\$0
Other investing cash flow items	-	-	-	-	-	-
Total investing activities	\$456003	\$0	\$0	\$0	\$55	\$456058
Financing activities						
Long-term debt/financing	-\$10929	\$36	\$10455	-\$12042	-\$1643	-\$14124
Preferred stock	-	-	-	-	-	-
Total cash dividends paid	-	-	-	-	-	-
Common stock	-	-	-	-	-	-
Other financing cash flow items	-	-	-	-	-	-
Total financing activities	-\$10929	\$36	\$10455	-\$12042	-\$1643	-\$14124
Cumulative cash flow	\$567609	\$1324	\$46790	\$46822	\$72200	\$734745
Beginning cash balance	\$2739	\$17362	\$17265	\$380893	\$1452	\$419711
Ending cash balance	\$570348	\$18686	\$64055	\$427716	\$73652	\$1154456

## 6.3 Balance Sheet

Table 7: Balance Sheet

ASSETS	Initial Balance	Year 1	Year 2	Year 3	Year 4	Year 5
Current Assets						
Cash and short-term investments	\$2739	\$17362	\$17265	\$380893	\$1452	\$1671
Accounts receivable	\$3271	\$1097	\$1978	\$52734	\$2815	\$2005
Total inventory	\$7383	\$1469	\$2529	\$1278	\$4757	\$18558
Prepaid expenses	-	-	-	-	-	-
Deferred income tax	-	-	-	-	-	-
Other current assets	\$4125	\$2675	\$1627	\$6486	\$2660	\$1258
Total current assets	\$17518	\$22603	\$23399	\$441391	\$11684	\$23493
Property and Equipment						
Buildings	\$15891	\$256856	\$256856	\$256856	\$256856	\$256856
Land	\$1253	\$22098	\$22098	\$22098	\$22098	\$22098
Capital improvements	-	-	-	-	-	-
Machinery and equipment	\$1561	\$195421	\$195421	\$132687	\$132687	\$132687
Less Accumulated depreciation expense		\$334	\$174	\$731	\$126	\$180
Total Property and Equipment	\$18705	\$474708	\$474549	\$412371	\$411765	\$411820
Other Assets						
Goodwill	-	-	-	-	-	-
Deferred income tax	-	-	-	-	-	-
Long-term investments	-	-	-	-	-	-
Deposits	-	-	-	-	-	-
Other long-term assets	-	-	-	-	-	-
Total Other Assets	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS	\$36223	\$497311	\$497948	\$853762	\$423450	\$435313
LIABILITIES						
Current Liabilities						
Accounts payable	\$192	\$358	\$147	\$1541	\$224	\$671
Accrued expenses	-	-	-	-	-	-
Notes payable/short-term debt	-	-	-	-	-	-
Capital leases	-	-	-	-	-	-
Other current liabilities	\$570	\$216	\$252	\$106	\$140	\$348
Total Current Liabilities	\$762	\$574	\$399	\$1647	\$364	\$1020
Debt						
Long-term debt/loan	\$25922	\$15150	\$14284	\$25638	\$13205	\$11653

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ASSETS	Initial Balance	Year 1	Year 2	Year 3	Year 4	Year 5
Other long-term debt	\$285	\$128	\$1030	\$131	\$522	\$430
Total Debt	\$26207	\$15278	\$15314	\$25769	\$13727	\$12084
Other Liabilities						
Other liabilities (specify)	-	-	-	-	-	-
Other liabilities (specify)	-	-	-	-	-	-
Total Other Liabilities	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL LIABILITIES	\$26969	\$15852	\$15713	\$27416	\$14091	\$13103
EQUITY						
Owner's equity (common)	\$25489	\$60257	\$181305	\$94230	\$275943	\$132743
Paid-in capital	\$153	\$614	\$140	\$159	\$104	\$263
Preferred equity	-	-	-	-	-	-
Retained earnings		\$60204	\$250519	\$201235	\$61845	\$160513
TOTAL EQUITY	\$25642	\$121075	\$431963	\$295623	\$337892	\$293519
TOTAL LIABILITIES AND EQUITY	\$52611	\$136928	\$447677	\$323039	\$351983	\$306622

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PROPRIETARY