Business Plan

for

*XYZ Business*

**Executive Summary**

DO YOUR FULL BUSINESS PLAN FIRST, THEN FILL IN THE EXECUTIVE SUMMARY. THIS IS A ONE-PARAGRAPH SUMMARY OF THE WHOLE PLAN.

**The Business**

THIS IS A ONE-SENTENCE STATEMENT ABOUT YOUR BUSINESS AND WHY YOU EXIST.

**The Service/Product**

IN THIS SECTION, GO INTO DETAIL ABOUT WHAT YOUR BUSINESS WILL BE SELLING. ANSWER QUESTIONS SUCH AS HOW IT WILL BE SOLD AND WHAT YOUR NICHE (USP) WILL BE. IF YOU HAVE A VISION FOR FUTURE PRODUCTS/SERVICES THAT WILL BE ADDED LATER, ADD THAT AS WELL.

**Mission Statement**

THIS IS A SUCCINCT SUMMARY THAT EXPLAINS WHAT YOUR BUSINESS IS, WHY IT EXISTS, AND HOW IT WILL ACCOMPLISH ITS GOAL. YOUR NICHE, WHAT SETS YOU APART, IS ALSO A GOOD ADDITION HERE.

**Growth Plans for 2018 and 5-year plan**

DISCUSS A TIMELINE OF HOW YOU INTEND TO REACH YOUR SALES GOALS. USE GRAPHS AND CHARTS TO HELP YOU VISUALLY GRASP THE INFORMATION. INCLUDE YOUR TIMELINE FOR OPENING YOUR BUSINESS.

#### XYZ’s Positioning in the Market

HOW MANY COMPETITORS ARE THERE? INVESTIGATE, DISCUSS AND ANALYZE WHAT OTHER COMPANIES PROVIDE THE SAME SERVICES YOU DO. ALSO DISCUSS HOW YOU WILL BREAK IN TO THE MARKET.

##### Industry, Market & Trends

DO SOME RESEARCH TO DETERMINE HOW BIG THIS INDUSTRY IS, WHAT AREAS ARE GROWING, AND WHAT AREAS TO AVOID (WITH YOUR REASONS WHY). IS THE MARKET GROWING OR SHRINKING? WHAT IS THE AVERAGE LIFESPAN FOR A BUSINESS IN YOUR INDUSTRY? THIS IS A KEY PART OF YOUR BUSINESS PLAN SINCE YOU ARE TAKING A BIG PICTURE VIEW OF HOW TO APPROACH THE MARKET.

#### Operations Plan

HERE YOU NEED TO DESCRIBE YOUR VISION FOR DAILY OPERATIONS. YOU NEED TO THINK THROUGH HOW AN ORDER IS PROCESSED FROM START TO FINISH (WILL YOU ANSWER THE PHONES? WILL ALL COMMUNICATION BE ONLINE? WILL YOU LATER TRANSITION TO A PHONE-ANSWERING SERVICE, OR HIRE SOMEBODY TO PROCESS THE ORDERS AND SPEAK TO CUSTOMERS? ETC.

INCLUDE HOW MUCH TIME PER DAY YOU PLAN TO WORK THE BUSINESS IN THE FIRST, SECOND, THIRD, ETC. YEARS

###### Marketing Plan

THINK THROUGH YOUR MARKETING IDEAS. HOW WILL YOU MARKET YOUR PRODUCT INITIALLY? HOW WILL YOU MARKET YOUR COMPANY DOWN THE ROAD? HOW MUCH WILL THEY COST?

BOTTOM LINE— RESEARCH, ANALYZE, AND DESCRIBE VARIOUS MARKETING OPTIONS AND INCLUDE YOUR DECISIONS IN THE BUDGET