



# Business Plan Documentation

## Company Name

Date:

Written By:

## Executive Summary



The most important part; provide an overview of your current company state. Explain where you are going and why you will be successful. Understand who the audience is. Keep the reader and purpose in mind. Are you selling services? Are you creating this document for investors?

## Business Overview & Key Objectives



Describe your industry and the markets within it. Try to include research data and statistics to back up your idea and points. Expand on the profit for this market space and what future possibilities are. How will the market benefit from your business?

### Key Objectives:

Think of your goals and break them out in to short-term, mid-term and long-term. For software, it should include development milestones, customer attainment numbers, company expansion and other projections.

## Marketing Plan



Provide an overview of your market size, penetration targets and other statistics. Describe your marketing strategy. How will you attain customers? What kind of budget are you looking at?

What will your pricing strategy be and why is it built that way to achieve the goals laid out?

Include any supporting files, images and links to show your strategy.

## Competitive Analysis

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Who are you competing against? Compare your competitors features, customer type, revenue and market penetration. What's the future outlook for the competition?

Include visualizations, charts and/or spreadsheets. Show the difference between your company vs the competition. Where can you add value? Where do you have the advantage?