

Business Plan Template

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Cover Page

The Cover Page should include the following: plan name, company name, company address, company phone and fax, an email address and possibly a revision number or copy number.

Legal Page

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Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

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1.0 Executive Summary

This is a summary of the key points of your business plan, as outlined in the following chapters.

2.0 Company Summary

Describe your company, who you are, where you operate.

2.1 Start-up Summary

Summarizes your Start-up table numbers, both expenses and assets. These occur before you are open for business.

Table: Start-up

Start-up	
Requirements	
Start-up Expenses	
Expense 1	\$0
Expense 2	\$0
Expense 3	\$0
Expense 4	\$0
Expense 5	\$0
Expense 6	\$0
Total Start-up Expenses	\$0
Start-up Assets	
Cash Required	\$0
Start-up Inventory	\$0
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$0
Total Requirements	\$0

3.0 Services

Describes the products and/or services you offer, how they are provided and by whom, and plans for future service offerings.

Your Plan Title Here

4.0 Market Analysis Summary

Describes the different groups of target customers included in your market analysis and explain why you are selecting these as targets.

Table: Market Analysis

Market Analysis		2008	2009	2010	2011	2012	
Potential Customers	Growth						CAGR
Segment Name	0%	0	0	0	0	0	0.00%
Segment Name	0%	0	0	0	0	0	0.00%
Segment Name	0%	0	0	0	0	0	0.00%
Total	0.00%	0	0	0	0	0	0.00%

5.0 Strategy and Implementation Summary

Summarizes the organizational strategy for target marketing, sales and marketing activities, and product/service development.

5.1 Sales Forecast

This topic explains the Sales Forecast table.

Table: Sales Forecast

Sales Forecast			
	FY 2009	FY 2010	FY 2011
Sales			
Row 1	\$0	\$0	\$0
Row 2	\$0	\$0	\$0
Row 3	\$0	\$0	\$0
Total Sales	\$0	\$0	\$0
	FY 2009	FY 2010	FY 2011
Direct Cost of Sales			
Row 1	\$0	\$0	\$0
Row 2	\$0	\$0	\$0
Row 3	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$0	\$0	\$0

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5.2 Milestones

Describes the milestones (measurable activities) laid out in the Milestones table.

Table: Milestones

Milestones					
Milestone	Start Date	End Date	Budget	Manager	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Name me	11/11/2008	12/11/2008	\$0	ABC	Department
Totals			\$0		

6.0 Management Summary

Describes the management and personnel structure of the company, including any gaps that need to be filled.

7.0 Financial Plan

Summarizes the financial aspects of your business plan.

7.1 Start-up Funding

Explains where your funding will come from, in what form (as investments and/or loans), and how this funding will cover the start-up requirements outlined in the Start-up table.

Table: Start-up Funding

Start-up Funding	
Start-up Expenses to Fund	\$0
Start-up Assets to Fund	\$0
Total Funding Required	\$0
Assets	
Non-cash Assets from Start-up	\$0
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$0
Total Assets	\$0
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	
Planned Investment	
Owner	\$0
Investor	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$0
Loss at Start-up (Start-up Expenses)	\$0
Total Capital	\$0
Total Capital and Liabilities	\$0
Total Funding	\$0

7.2 Projected Profit and Loss

Explains the important points of your Profit and Loss projections, such as percentage increase in sales and profits, your gross margins, and key budget items.

Table: Profit and Loss

Pro Forma Profit and Loss			
	FY 2009	FY 2010	FY 2011
Sales	\$0	\$0	\$0
Direct Cost of Sales	\$0	\$0	\$0
Other Costs of Sales	\$0	\$0	\$0
Total Cost of Sales	\$0	\$0	\$0
Gross Margin	\$0	\$0	\$0
Gross Margin %	0.00%	0.00%	0.00%
Expenses			
Payroll	\$0	\$0	\$0
Expense 2	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total Operating Expenses	\$0	\$0	\$0
Profit Before Interest and Taxes	\$0	\$0	\$0
EBITDA	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$0	\$0	\$0
Net Profit	\$0	\$0	\$0
Net Profit/Sales	0.00%	0.00%	0.00%

7.3 Want more help?

[Business Plan Pro](#) contains full instructions and examples for every topic, Excel-compatible formulas and linked data between tables for a financially correct plan, automatic full-color charts, and more, in a format favored by banks and the Small Business Administration (SBA).