

# SAKEC E-CELL BUSINESS PLAN TEMPLATE

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## 1. EXECUTIVE SUMMARY

### Company Overview

[Brief description of your startup - 2-3 sentences]

### Mission Statement

[Your company's mission statement]

### Key Success Factors

- [Factor 1]
- [Factor 2]
- [Factor 3]

### Financial Summary

- **Year 1 Revenue Projection:** ₹[Amount]
- **Break-even Point:** Month [Number]
- **Funding Required:** ₹[Amount]
- **Expected ROI:** [Percentage]%

### Products/Services

[Brief overview of what you offer]

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## 2. COMPANY DESCRIPTION

### Company History

[When was the company founded, by whom, and why]

### Ownership

[Who owns the company and what are their ownership percentages]

### Location

[Where is your company located and why]

### Legal Structure

[Corporation, Partnership, LLC, etc.]

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## 3. MARKET ANALYSIS

### Industry Overview

- **Industry Size:** ₹[Amount] (20XX)
- **Growth Rate:** [Percentage]% annually
- **Key Trends:** [List 3-5 important trends]

### Target Market

#### Primary Target Market:

- **Demographics:** [Age, income, location, etc.]
- **Size:** [Number of potential customers]
- **Characteristics:** [Buying behavior, preferences]

#### Secondary Target Market:

- **Demographics:** [Age, income, location, etc.]
- **Size:** [Number of potential customers]
- **Characteristics:** [Buying behavior, preferences]

Competitive Analysis

Direct Competitors:

1. [Competitor 1]
- Strengths: [List]

Weaknesses: [List]

Market Share: [Percentage]%
2. [Competitor 2]
- Strengths: [List]

Weaknesses: [List]

Market Share: [Percentage]%

Indirect Competitors:

[List and analyze]

SWOT Analysis

Strengths:

- Strength 1
- Strength 2
- Strength 3

Weaknesses:

- Weakness 1
- Weakness 2
- Weakness 3

Opportunities:

- Opportunity 1
- Opportunity 2
- Opportunity 3

Threats:

- Tthreat 1
- Tthreat 2
- Tthreat 3

4. ORGANIZATION & MANAGEMENT

Organizational Structure

[Describe your company's organizational structure]

Management Team

[Name], [Title]

- Background: [Education and experience]
- Responsibilities: [Key duties]

[Name], [Title]

- Background: [Education and experience]
- Responsibilities: [Key duties]

Advisory Board

[If applicable, list advisors and their backgrounds]

Personnel Plan

Role	Year 1	Year 2	Year 3
Management	[Number]	[Number]	[Number]
Technical	[Number]	[Number]	[Number]
Sales & Marketing	[Number]	[Number]	[Number]
Operations	[Number]	[Number]	[Number]
Total	[Number]	[Number]	[Number]

5. PRODUCTS OR SERVICES

Product/Service Description

[Detailed description of your offerings]

Pricing Strategy

- **Product/Service 1:** ₹[Price] - [Pricing rationale]
- **Product/Service 2:** ₹[Price] - [Pricing rationale]

Development Timeline

Milestone	Target Date	Status
[Milestone 1]	[Date]	[Status]
[Milestone 2]	[Date]	[Status]
[Milestone 3]	[Date]	[Status]

Intellectual Property

[Patents, trademarks, copyrights, trade secrets]

6. MARKETING & SALES STRATEGY

Marketing Mix (4Ps)

Product:

[How will you position your product/service]

Price:

[Your pricing strategy and rationale]

Place:

[Your distribution channels]

Promotion:

[Your promotional activities]

Sales Strategy

Sales Process:

1. [Step 1]
2. [Step 2]
3. [Step 3]
4. [Step 4]

Sales Forecast:

Year	Units Sold	Average Price	Total Revenue
Year 1 [Number]	₹[Amount]	₹[Amount]	
Year 2 [Number]	₹[Amount]	₹[Amount]	
Year 3 [Number]	₹[Amount]	₹[Amount]	

Digital Marketing Strategy

- **Website & SEO:** [Strategy]
- **Social Media:** [Platforms and strategy]
- **Email Marketing:** [Approach]
- **Paid Advertising:** [Budget and channels]

7. FUNDING REQUEST

Funding Requirements

- **Total Funding Needed:** ₹[Amount]
- **Type of Funding:** [Equity/Debt/Grant]
- **Use of Funds:**
  - Product Development: ₹[Amount] ([Percentage]%)
  - Marketing: ₹[Amount] ([Percentage]%)
  - Operations: ₹[Amount] ([Percentage]%)
  - Working Capital: ₹[Amount] ([Percentage]%)
  - Equipment: ₹[Amount] ([Percentage]%)

Exit Strategy

[How investors will get their return]

8. FINANCIAL PROJECTIONS

Revenue Projections (5 Years)

Year	Revenue	COGS	Gross Profit	Gross Margin
Year 1	₹[Amount]	₹[Amount]	₹[Amount]	[Percentage]%
Year 2	₹[Amount]	₹[Amount]	₹[Amount]	[Percentage]%

Year 3 ₹[Amount] ₹[Amount] ₹[Amount] [Percentage]%  
Year 4 ₹[Amount] ₹[Amount] ₹[Amount] [Percentage]%  
Year 5 ₹[Amount] ₹[Amount] ₹[Amount] [Percentage]%

### Break-even Analysis

- **Fixed Costs:** ₹[Amount] per month
- **Variable Cost per Unit:** ₹[Amount]
- **Price per Unit:** ₹[Amount]
- **Break-even Point:** [Number] units per month

### Cash Flow Projections (Year 1 - Monthly)

[Include monthly cash flow for first year]

### Key Financial Ratios

- **Current Ratio:** [Number]
- **Debt-to-Equity:** [Number]
- **Return on Investment:** [Percentage]%
- **Gross Profit Margin:** [Percentage]%
- **Net Profit Margin:** [Percentage]%

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## 9. APPENDIX

### Supporting Documents

- Market research data
- Product photos/mockups
- Letters of intent from customers
- Resumes of key personnel
- Financial statements (if existing company)
- Legal documents
- Technical specifications

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### GUIDANCE NOTES:

1. **Keep it concise:** Aim for 15-20 pages for the main document
2. **Use data:** Support all claims with concrete data and research
3. **Be realistic:** Conservative projections are more credible than overly optimistic ones
4. **Update regularly:** Business plans should be living documents
5. **Tailor to audience:** Customize based on whether you're presenting to investors, banks, or partners

### COMMON MISTAKES TO AVOID:

- Overestimating market size
- Underestimating competition
- Unrealistic financial projections
- Weak management team presentation
- Lack of clear value proposition

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*This template is provided by SAKEC E-Cell. For more resources and support, visit our website or contact our mentorship team.*

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