



The Complete Business Planning Workbook

Your Guide to Building a Successful Business

Section 1: The Game Plan

Business Name:

Mission Statement:

Short-term Goals (Next 6 Months):

Long-term Goals (1-3 Years):

Section 2: Market Research

Ideal Customer Profile:

Why customers need your product/service:

Unique Selling Proposition:

Business Industry:

Key Industry Trends:

Section 3: Financial Management

Initial Funding Needed:

Funding Sources:

☐ Personal Savings

☐ Bank Loan

☐ Investors

Top 3 Monthly Expenses:

Monthly Income Target:

Breakeven Point:

Section 4: Legal & Compliance

Business Structure:

☐ Sole Prop ☐ Partnership ☐ LLC ☐ Corp

Required Licenses:

Required Permits:

Key Regulations:

Section 5: Product/Service Development

Product/Service:

Key Features:

Key Benefits:

Quality Standards:

Section 6: Branding & Marketing

Brand Name:

Tagline:

Brand Values:

Marketing Channels:

Customer Engagement Strategy:

Section 7: Sales Strategy

Target Customer Profile:

Sales Methods:

Customer Follow-up Strategy:

Pricing Strategy:
