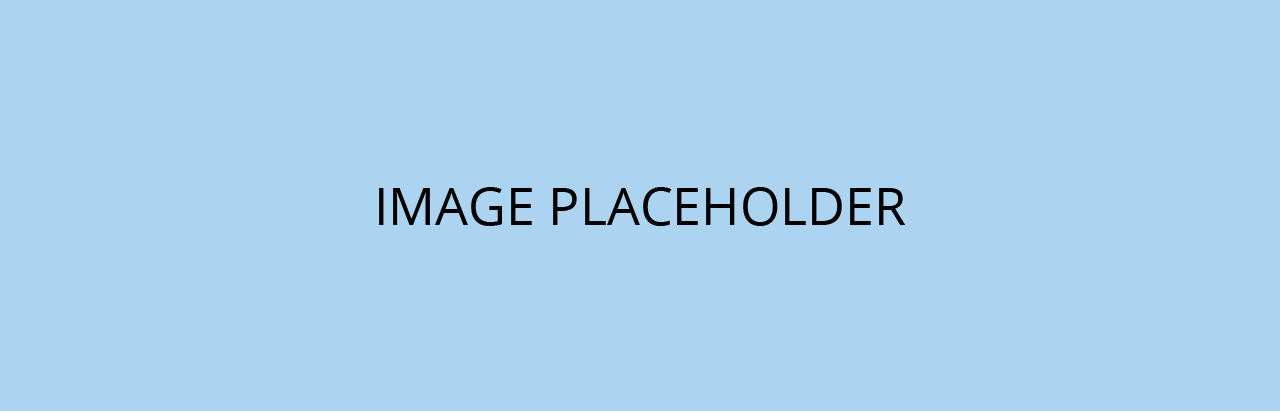
**Insert Your Company Name**

Business Growth Plan



*To insert an image and logo of your choice above, right click the image placeholder and select the option to ‘Replace image’.*

Your Business Growth Plan (BGP) is a living document. As you develop your business and apply your learning from *10,000 Women*, you should regularly return to review and update its contents. This will help to ensure that it remains a useful resource for you and other key stakeholders in your business. You can adapt the content within this plan to provide key information about your business to potential funders.

Instructions on how to complete the BGP are included throughout this template in blue boxes. You can select and delete these instructional text boxes as and when required.

**Contact: Insert Your Name Here**

Company Address, City, State, Zip Code

Phone: 000-000-0000

Email: [name@example.com](mailto:name@example.com)

Web Site: [www.company.com](http://www.company.com)

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# Section 1: Executive Summary

**Once you have completed this document,** write your one page Executive Summary of the Business Growth Plan here. Your Executive Summary should be no longer than three paragraphs, and include the following:

- The purpose of your business, and the role that you take in leading it.

- Key business partners and personnel.

- A summary of your growth plans for the business.

# Section 2: Company Overview

## 2.1: Company History

**When you have completed Grow Your Business,** summarize your business’s history (e.g. why it was founded, important milestones, and key achievements to date).

## 2.2: Our Core Values

**When you have completed Fundamentals of Leadership,** summarize your business’s core values.

## 2.3: Vision Statement

**When you have completed Fundamentals of Leadership,** copy in your Vision Statement.

## 2.4: Cultural Audit Summary

**When you have completed Fundamentals of Leadership,** summarize your Cultural Audit. You may want to include the following:

- Your business practices.

- Your shared values.

- Your shared assumptions.

You should also list any required changes to support business growth, and the action steps you have identified for these.

# 

# Section 3: The Opportunity

## 3.1: Opportunity Statement

**When you have completed Grow Your Business,** copy in your Opportunity Statement.

## 3.2: Opportunity Feasibility Summary

**When you have completed Grow Your Business,** summarize your Opportunity Feasibility Checklist.

# Section 4: Leading the Business

## 4.1: Leadership Roles

**When you have completed Fundamentals of Leadership,** summarize the leadership roles and styles you use within your business.

## 4.2: Leadership Development Plan

**When you have completed Fundamentals of Leadership,** copy in your responses to the Leadership Development Plan questions under the headings below.

**Strengths and weaknesses**

**Steps for leadership development**

**Challenging assumptions**

**Leadership development goals**

## 4.3: The Team

**When you have completed Fundamentals of Management,** summarize how you will develop your team further to support business growth.

# 

# Section 5: Customers and Competition

## 5.1: Customer Value Proposition

**When you have completed Fundamentals of Customers and Competition,** copy in your Customer Value Proposition.

## 5.2: Customer Segmentation Factors

**When you have completed Fundamentals of Customers and Competition,** copy in your Customer Segmentation Factors table.

## 5.3: Competitive Advantage

**When you have completed Fundamentals of Customers and Competition,** copy in the action steps you identified in your competitive advantage analysis.

## 5.4: Pricing Strategy

**When you have completed Fundamentals of Customers and Competition,** summarize the pricing strategy which you have selected to support growth.

# Section 6: Sales and Marketing for Growth

## 6.1: Brand Summary

**When you have completed Fundamentals of Sales and Marketing,** summarize your brand and any action steps which you have identified to communicate this to your target customers.

## 6.2: Strategic Marketing and Sales Chart

**When you have completed Fundamentals of Sales and Marketing,** copy in your Strategic Marketing and Sales Chart (including the tools and metrics you have selected).

## 6.3: Sales Funnel

**When you have completed Fundamentals of Sales and Marketing,** copy in your Sales Funnel data.

# 

# Section 7: Operations

## 7.1: Process Evaluation Matrix

**When you have completed Fundamentals of Operations,** copy in your Process Evaluation Matrix.

## 7.2: Summary of Evaluation Measures and Development Actions

**When you have completed Fundamentals of Operations,** record the measures that you have identified to evaluate your operational processes as you grow. You should also note any development actions you will be undertaking to improve your processes.

## 7.3: Organizational Development Plan

**When you have completed Fundamentals of Management,** copy in your Organizational Development Plan.

# 

# Section 8: Financing Growth

## 8.1: Funding for Growth

**When you have completed Fundamentals of Funding,** summarize the funding you will need to achieve your growth goals, and record the potential sources of funding that you have identified. You may want to include information for a number of different scenarios.

# 

# Section 9: Tactical Action Steps

## 9.1: Short-term Actions

**When you have completed Fundamentals of Negotiation,** record the actions you will need to take in the next three months. You may want to list other stakeholders who will be responsible for completing or supporting these actions.

## 9.2: Medium-term Actions

**When you have completed Fundamentals of Negotiation,** record further actions required in the next year. You may want to list other stakeholders who will be responsible for completing or supporting these actions.

## 9.3: Long-term Actions

**When you have completed Fundamentals of Negotiation,** record long-term actions required to support growth in the next three years. You may want to list any other stakeholders who will be responsible for completing or supporting these actions.

# Section 10: Appendices

## 10.1: Business Goals

**When you have completed Grow Your Business,** summarize your growth goals for your business.

## 10.2: Cultural Audit Review

**When you have completed Fundamentals of Management,** record a summary of your Cultural Audit Review.

## 10.3: Negotiation Preparation

**When you have completed Fundamentals of Negotiation,** copy in your negotiation preparation table.

## 10.4: Financial Ratios

**When you have completed Fundamentals of Business Finance, Fundamentals of Financial Planning and Fundamentals of Funding,** add your relevant financial ratios.

## 10.5: Financial Forecasts

**When you have completed Fundamentals of Financial Planning,** add your financial forecasts.

## 

## 10.6: Financial Statements

**When you have completed Fundamentals of Business Finance,** add any relevant financial statements for your business.

## 10.7: Additional Appendices

**When you have completed the courses,** add any additional documents or content to support your Business Growth Plan.