**Confidential**

**Addiny**

The Officials

**Business Plan**

Prepared [date]

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# **Executive Summary**

**⭐️ Pro tip:** We typically recommend you revisit this section after you’ve finished the rest of your business plan so that you can easily summarize what you’ve already written.

## Opportunity

Problem Summary

A lot of customers find it hard to get most products or services they need, they would need to ask to get inquiries on products, services or even bookings in other regions. This has made customers limited to their knowledge and buyers not able to reach huge number of audience.

Secondly delivery of products has really been a headache for most vendors, riders giving excuses, Vendors not knowing if the customer has received the product safely

Solution Summary

Addiny is an online marketing platform which intends to digitalize most activities in transacting business. Addiny gives users a huge marketplace of variaties of products which makes them choose their prefered one. This platform is where users can get service to their business or book an apointment with any one all over the world. This platform brings people together on one platform

Market

This platform is intended for any business owner who wants to provide services or products to its customers

Competition

Jiji and kiku are our competitors in this business plan

Why Us?

Instructions: Write a brief overview of you and your team. Why are you the right people to build this business?

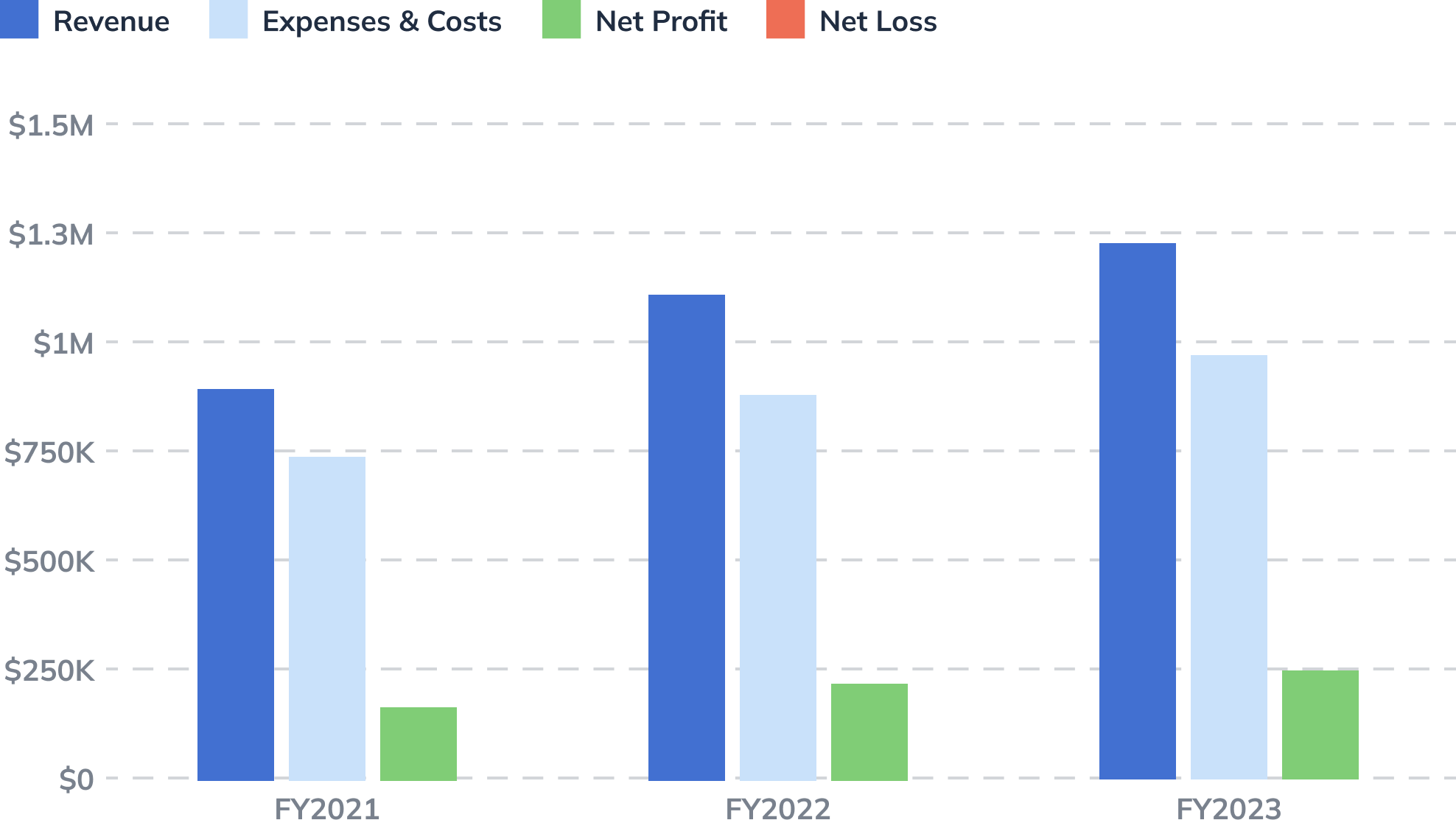
## 

## Expectations

Forecast

Instructions: Write a brief overview of your financial targets. How much do you plan to sell in the next year? What are your long-term sales goals?

Financial Highlights by Year



Instructions: Insert a chart of your key financial metrics here. Tools like [LivePlan](https://www.liveplan.com/ppc/template?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline) will do this for you automatically.

Financing Needed

Instructions: If you are writing a business plan to raise money for your business, include a brief summary of what you are looking for. If you aren’t raising money or getting a loan, you can delete this section.

# **Opportunity**

## Problem & Solution

Problem Worth Solving

Instructions: Write a little more detail than you provided in the Executive Summary about the problem you are solving. What do your customers need? Do they need a better product, a cheaper product, or just a store in a better location? Describe why customers will want to buy from you.

Our Solution

Instructions: Provide additional detail, beyond what you wrote in the Executive Summary, about your product or service. What is unique and special about your company that’s going to set it apart from the competition?

## Target Market

Market Size & Segments

Instructions: Describe your key customers – who they are and what their key attributes are. If your company is targeting multiple customer groups (also called ‘segments’), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.

## 

## Competition

Current Alternatives

Instructions: Describe your current competition. What products and services are people using instead of yours?

Our Advantages

Instructions: Describe your current competition. What products and services are people using instead of yours?

# **Execution**

## Marketing & Sales

Marketing Plan

Instructions: Explain how you plan on getting the word out about your product to your target market(s). Will you use advertising? Perhaps you are developing a content marketing strategy. Whatever your marketing plans may be, describe them here.

Sales Plan

Instructions: If your company relies on sales people to close sales deals, you need a sales plan. Your sales plan should explain how you convert people who express interest in your product or service into paying customers. If you are opening a food truck, this section is less important and you can consider removing it. However, if you are starting a sales-heavy business like enterprise software or a car dealership, then you need to document how you will nurture leads and close deals.

## 

## Operations

Locations & Facilities

Instructions: Describe your company’s physical locations. This might be your office, store locations, manufacturing plants, storage facilities — whatever is relevant to your business. How much space do you have available, and how well will it meet your current and future needs?

Technology

Instructions: Describe any important software, hardware, or other information technology that you use now or plan to use later to operate your business. That might include a point-of-sale system to take payments, an e-commerce engine for your website, a CRM solution for managing your pipeline, marketing tools for generating leads, and so on.

Equipment & Tools

Instructions: List any specialty equipment that you have or plan to acquire to do your work. This is an important component of the business plan for many industrial companies.

## 

## Milestones & Metrics

Milestones

Instructions: List your key milestones and the dates that you hope to accomplish them by. If you’ve already accomplished key goals for your business, list them here as evidence that your business is getting traction – in other words, it’s getting positive attention from potential customers.

Key Metrics

Instructions: Explain which performance metrics are most important for understanding how your business is doing. What does success mean for you, and how will you know it when you see it?

# **Company**

## Overview

Instructions: Use this area to specify who owns your company. If there are multiple owners, describe each of them and how much of an ownership stake they have. Also, identify your company’s legal structure. Is it a sole proprietorship — that is, just you working for yourself? Or a partnership, such as a limited-liability corporation (LLC) or partnership (LLP), where the profits pass through to the partners involved? Or a nonprofit organization? Or a proper S- or C-type corporation with its own tax obligations and the rest?

## 

## Team

Management Team

Instructions: List the members of the management team, including yourself. Describe each person’s skills and experience and what they will be doing for the company. It’s OK if you don’t have everyone for a complete management team yet. In that case, make sure to identify gaps in your team that you intend to fill over time.

Advisors

Instructions: Describe any mentors, investors, former professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you as a business owner.

# **Financial Plan**

## Forecast

Key Assumptions

Instructions: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?

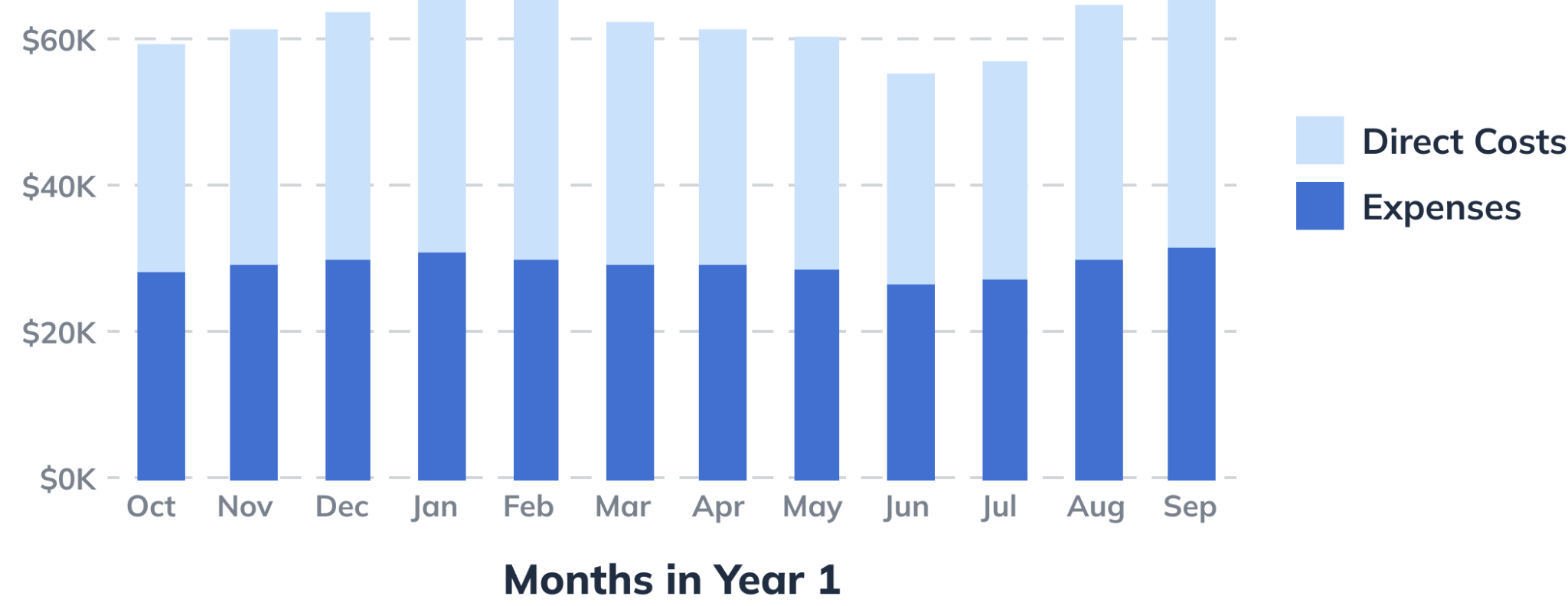
Revenue by Month

Instructions: Include a chart that shows your projected revenue. A tool like [LivePlan](https://www.liveplan.com/ppc/template?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline) can help you create a chart like this and automatically include it in your business plan.



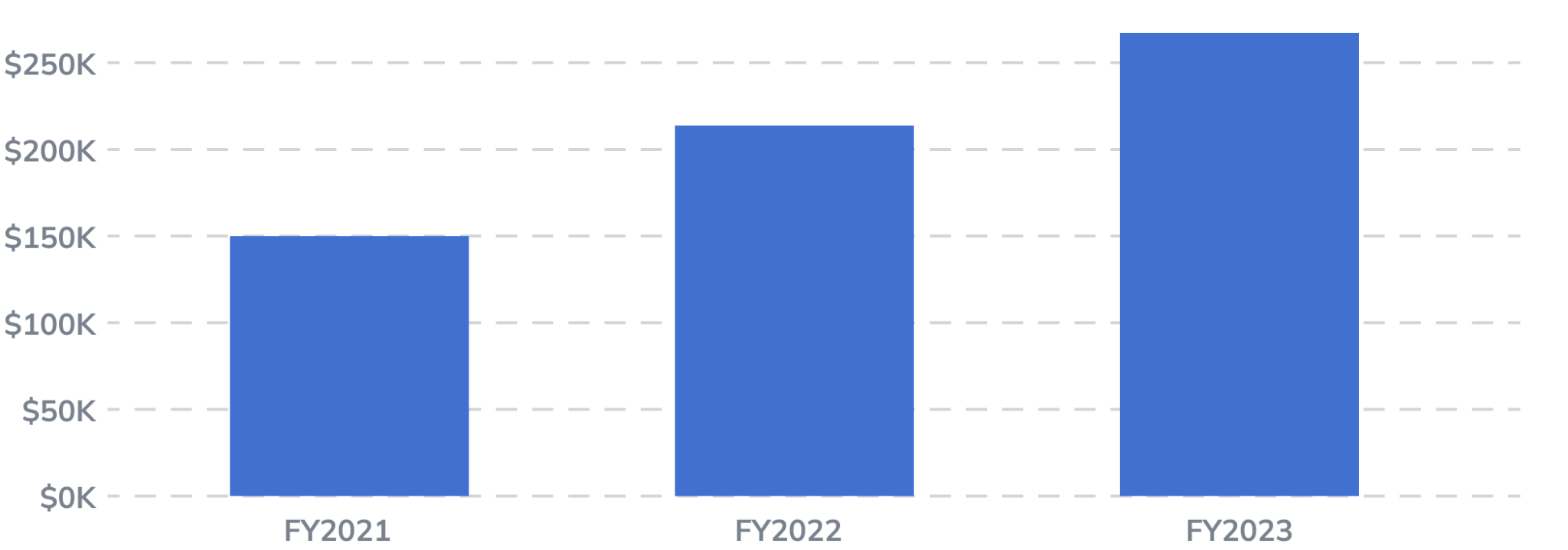
Expenses by Month

Instructions: Include a chart that shows your projected expenses. A tool like [LivePlan](https://www.liveplan.com/ppc/template?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline) can help you create a chart like this and automatically include it in your business plan.



Net Profit (or Loss) by Year

Instructions: Include a chart that shows your projected expenses. A tool like [LivePlan](https://www.liveplan.com/ppc/template?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline) can help you create a chart like this and automatically include it in your business plan.



## Financing

Use of Funds

Instructions: If your forecast includes loans, investments, or other financing, use this space to explain what you plan to do with that money.

Sources of Funds

Instructions: Describe your financing plans. Are you investing your own money in the business? Do you have a credit card or line of credit? What other types of funds — personal or business loans, equity investments from others, etc. — do you expect to receive and when? If you do not have the full detail of future financing worked out yet, that is understandable. Just explain what you do know and when you expect to sort out the details.

## Statements

Projected Profit & Loss

Instructions: Provide a summary of your financial forecast here.

**⭐️ Pro tip:** You can certainly crunch these numbers yourself in spreadsheets but [LivePlan](https://www.liveplan.com/ppc/template?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline) makes calculating your numbers much easier with automatic financials, charts, and graphs. Note: If your numbers don’t fit here, consider adjusting their font size.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY2021** | **FY2022** | **FY2023** |
| Revenue |  |  |  |
| Direct Costs |  |  |  |
| Gross Margin |  |  |  |
| Gross Margin % |  |  |  |
| Operating Expenses |  |  |  |
| Salary |  |  |  |
| Employee Related Expenses |  |  |  |
| Total Operating Expenses |  |  |  |
| Operating Income |  |  |  |
| Interest Incurred |  |  |  |
| Depreciation and Amortization |  |  |  |
| Income Taxes |  |  |  |
| Total Expenses |  |  |  |
| Net Profit |  |  |  |
| Net Profit / Sales |  |  |  |

Projected Balance Sheet

Instructions: Include your balance sheet here.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY2021** | **FY2022** | **FY2023** |
| Cash |  |  |  |
| Accounts Receivable |  |  |  |
| Inventory |  |  |  |
| Other Current Assets |  |  |  |
| Total Current Assets |  |  |  |
| Long Term Assets |  |  |  |
| Accumulated Depreciation |  |  |  |
| Total Long-Term Assets |  |  |  |
| Total Assets |  |  |  |
| Accounts Payable |  |  |  |
| Income Taxes Payable |  |  |  |
| Sales Taxes Payable |  |  |  |
| Short-Term Debt |  |  |  |
| Prepaid Revenue |  |  |  |
| Total Current Liabilities |  |  |  |
| Long-Term Debt |  |  |  |
| Total Liabilities |  |  |  |
| Paid-in Capital |  |  |  |
| Retained Earnings |  |  |  |
| Earnings |  |  |  |
| Total Owner’s Equity |  |  |  |
| Total Liabilities & Equity |  |  |  |

Projected Cash Flow Statement

Instructions: Include your cash flow statement here.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY2021** | **FY2022** | **FY2023** |
| Net Cash Flow from Operations |  |  |  |
| Net Profit |  |  |  |
| Depreciation and Amortization |  |  |  |
| Change in Accounts Receivable |  |  |  |
| Change in Inventory |  |  |  |
| Change in Accounts Payable |  |  |  |
| Change in Income Tax Payable |  |  |  |
| Change in Sales Tax Payable |  |  |  |
| Change in Prepaid Revenue |  |  |  |
| Net Cash Flow from Operations |  |  |  |
| Investing & Financing |  |  |  |
| Assets Purchased or Sold |  |  |  |
| Investments Received |  |  |  |
| Change in Long-Term Debt |  |  |  |
| Change in Short-Term Debt |  |  |  |
| Dividends & Distributions |  |  |  |
| Net Cash Flow from Investing & Financing |  |  |  |
| Cash at Beginning of Period |  |  |  |
| Net Change in Cash |  |  |  |
| Cash at End of Period |  |  |  |

# 

# **Appendix**

Profit and Loss Statement (With Monthly Detail)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FY2023** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov3** | **Dec3** | **Jan** | **Feb** |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |
| Direct Costs |  |  |  |  |  |  |  |  |  |  |  |  |
| Gross Margin |  |  |  |  |  |  |  |  |  |  |  |  |
| Gross Margin % |  |  |  |  |  |  |  |  |  |  |  |  |
| Operating Expenses |  |  |  |  |  |  |  |  |  |  |  |  |
| Salary |  |  |  |  |  |  |  |  |  |  |  |  |
| Employee Related Expenses |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Operating Expenses |  |  |  |  |  |  |  |  |  |  |  |  |
| Operating Income |  |  |  |  |  |  |  |  |  |  |  |  |
| Interest Incurred |  |  |  |  |  |  |  |  |  |  |  |  |
| Depreciation and Amortization |  |  |  |  |  |  |  |  |  |  |  |  |
| Income Taxes |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Expenses |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Profit |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Profit / Sales |  |  |  |  |  |  |  |  |  |  |  |  |

Profit and Loss Statement (Annual Detail)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY2021** | **FY2022** | **FY2023** |
| Revenue |  |  |  |
| Direct Costs |  |  |  |
| Gross Margin |  |  |  |
| Gross Margin % |  |  |  |
| Operating Expenses |  |  |  |
| Salary |  |  |  |
| Employee Related Expenses |  |  |  |
| Total Operating Expenses |  |  |  |
| Operating Income |  |  |  |
| Interest Incurred |  |  |  |
| Depreciation and Amortization |  |  |  |
| Income Taxes |  |  |  |
| Total Expenses |  |  |  |
| Net Profit |  |  |  |
| Net Profit / Sales |  |  |  |

Balance Sheet (With Monthly Detail)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FY2023** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov3** | **Dec3** | **Jan** | **Feb** |
| Cash |  |  |  |  |  |  |  |  |  |  |  |  |
| Accounts Receivable |  |  |  |  |  |  |  |  |  |  |  |  |
| Inventory |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Current Assets |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Current Assets |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Current Assets |  |  |  |  |  |  |  |  |  |  |  |  |
| Long-Term Assets |  |  |  |  |  |  |  |  |  |  |  |  |
| Accumulated Depreciation |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Long-Term Assets |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Assets |  |  |  |  |  |  |  |  |  |  |  |  |
| Accounts Payable |  |  |  |  |  |  |  |  |  |  |  |  |
| Income Taxes Payable |  |  |  |  |  |  |  |  |  |  |  |  |
| Sales Taxes Payable |  |  |  |  |  |  |  |  |  |  |  |  |
| Short-Term Debt |  |  |  |  |  |  |  |  |  |  |  |  |
| Prepaid Revenue |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Current Liabilities |  |  |  |  |  |  |  |  |  |  |  |  |
| Long-Term Debt |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Liabilities |  |  |  |  |  |  |  |  |  |  |  |  |
| Paid-in Capital |  |  |  |  |  |  |  |  |  |  |  |  |
| Retained Earnings |  |  |  |  |  |  |  |  |  |  |  |  |
| Earnings |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Owner's Equity |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Liabilities & Equity |  |  |  |  |  |  |  |  |  |  |  |  |

Balance Sheet (With Annual Detail)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY2021** | **FY2022** | **FY2023** |
| Cash |  |  |  |
| Accounts Receivable |  |  |  |
| Inventory |  |  |  |
| Other Current Assets be |  |  |  |
| Other Current Assets |  |  |  |
| Total Current Assets |  |  |  |
| Long-Term Assets |  |  |  |
| Accumulated Depreciation |  |  |  |
| Total Long-Term Assets |  |  |  |
| Total Assets |  |  |  |
| Accounts Payable |  |  |  |
| Income Taxes Payable |  |  |  |
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| Short-Term Debt |  |  |  |
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| Total Current Liabilities |  |  |  |
| Long-Term Debt |  |  |  |
| Total Liabilities |  |  |  |
| Paid-in Capital |  |  |  |
| Retained Earnings |  |  |  |
| Earnings |  |  |  |
| Total Owner's Equity |  |  |  |
| Total Liabilities & Equity |  |  |  |

**Next Steps:**

Applying for funding?

You’ll want to be sure your pitch and finished plan are well thought through and accurate. LivePlan’s step-by-step guidance, automated financials, and visual charts and graphs will help you write a business plan that'll maximize your chances of securing funding, in a format lenders and investors will expect to see. [**Learn more →**](https://www.liveplan.com/secure-funding?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline)

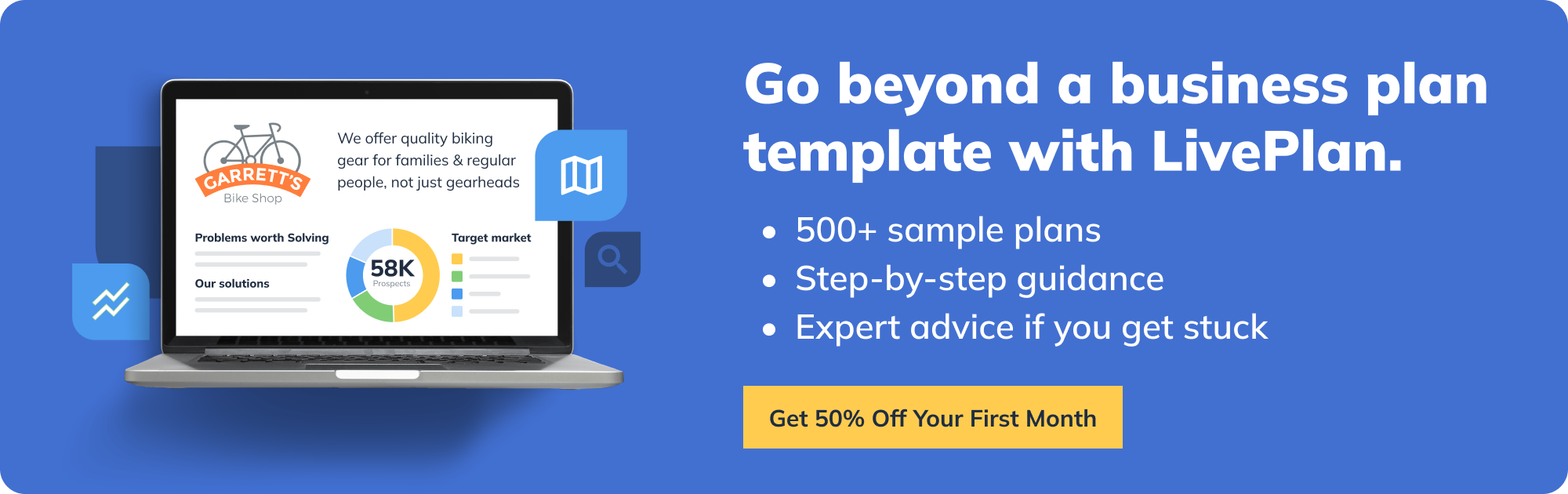
Validating a business idea?

You likely don’t have any historical data yet so you’ll want to be sure you’ve put some serious thought into all the factors going into your plan and forecast. Ensure that you’ve thoroughly thought through your target market and the problem you’re solving as well as your business model and financials. LivePlan will help you forecast your revenue to see if your idea is financially sound and provide competitor benchmarks for the ultimate reality check. [**Learn more →**](https://www.liveplan.com/test-an-idea?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline)

Growing your business?

You’ll want to compare your forecast to your actual business performance (plan vs. actuals). Doing so will help you spot where your forecast was accurate (or off), and determine opportunities for growth. LivePlan's Dashboard easily connects with QuickBooks or Xero to give you a detailed look at how your revenue measures up to projections, so you can make informed business decisions.   
[**Learn more →**](https://www.liveplan.com/create-strategy?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_inline)

**⭐️ Pro Tip:** If you haven’t already done so - be sure to go back and finish the Executive Summary (which we recommended you save for last).

[](https://www.liveplan.com/?offer=BUS_TEMPLATE_HALFOFF&utm_source=bplans.com&utm_medium=download&utm_campaign=2023_Bplans_Business_Plan_Template&utm_content=docx_ad2)