

Business Plan Template

Business Plan Template Information Descriptions: Below are descriptions of the types of information that will be entered into the Business Plan Template.

WHAT

What is the problem you are trying to solve?

WHY

Why is this problem important?

WHO

Who are your target customers? Give an overview of key demographic data and provide an estimated market size.

OPERATIONS

Key Activities: How will you solve it? Describe your product or service, including key activities and features of your product or service. If you are making a product or providing a service, identify materials suppliers, distribution functions, and manufacturing costs. Regardless if you will be providing your product or service through online sales or a physical site, determine your overhead including all costs for doing business (rent, utilities, payroll, etc.).

Key Resources: Who are the key people, partners, knowledge, and funds you need to run your business?

FINANCE

Pricing: What are your costs? What do you need to charge to make a profit? Identify fixed costs and variable costs. Other questions to answer: What are your total start-up costs and your plan for acquiring the needed funds? What are your monthly expenses anticipated to be, including overheads? How many units do you need to sell to cover them? If you don't initially meet your sales goals, how do you plan to cover those expenses?

Income Streams: List your top 2-3 revenue streams from selling products or services. If you offer anything for free, list it here too.

SALES AND MARKETING

Sales Strategy: How are you positioning and selling your product? In stores? Through customer referrals? Partnerships? How will you keep track of potential customers and cultivate relationships with them?

Key Messaging: What is your marketing message to inform customers about your solution to their problem? How will you influence them to buy from you?

Channels: How do you communicate with your customer? This could encompass a website, email marketing, radio and print advertising, and social media.

COMPETITIVE ANALYSIS

Top Competitors: Who are the top competitors in your field? How are they similar, how are they different?

Unique Value Proposition: What makes you different from the competitors in your field? What customer need(s) are you satisfying?

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METRICS

How will you measure success? This could include revenue, expenses, profit margin, customer growth, sales number, and more.

WHAT			SALES AND MARKETING	Sales Strategy	
WHY				Key Messaging	
WHO				Channels	
OPERATIONS	Key Activities		COMPETITIVE ANALYSIS	Top Competitors	
	Key Resources				
FINANCE	Pricing			Unique Value Proposition	
	Income Streams		METRICS		

