SIMPLE BUSINESS PLAN OUTLINE TEMPLATE

TITLE PAGE
- Company name and contact information
- Website address
- Presented to: (Company or Individual Name)

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1: EXECUTIVE SUMMARY
- Company background and purpose
- Mission and vision Statement
- Management team
- Core product and service offerings
- Briefly describe target customers
- Describe the competition and how you will gain market share
- Define your unique value proposition
- Summarize financial projections for the first few years of business operations
- Describe your financing requirements, if applicable

2: COMPANY OVERVIEW
- Describe your business and how it operates in the industry.
- Explain the nature of the industry (e.g. trends, external influences, statistics).
- Historical timeline of your business

3: PRODUCT AND SERVICE OFFERINGS
- Describe your product or service and the problem it is solving
- List current alternatives
- Describe the competitive advantage (or unique value proposition) of your product in comparison to the alternatives

4: COMPETITIVE AND MARKET ANALYSIS
- Define the estimated size of the market
- Describe your target market segment(s)
- Outline how your offering provides a solution to your segment(s)
- Estimate the number of units of your product or service target buyers might purchase, and how the market might be affected by external changes (e.g. economic, political).
- Describe your projected volume and value of sales compared to competitors.
- Discuss how will you differentiate yourself from competitors
5: SALES AND MARKETING PLAN
- Describe your pricing strategy for your offerings
- List the various methods you will use to get your message to prospects (marketing channels)
- Detail the market materials you will use to promote your product, including an approximate budget
- Describe how you will distribute your offerings to customers (distribution methods)

6: OWNERSHIP STRUCTURE AND MANAGEMENT PLAN
- Describe the legal structure of your business
- List the names of founders, owners, advisors, etc.
- Detail the management team’s roles, relevant experience, and compensation plan
- List out the staffing requirements of your business, including if external resources or services are needed
- Detail any training plans you will put in place for employees and management

7: OPERATING PLAN
- Describe the physical location(s) of your business
- Detail any additional physical requirements (e.g. warehouse, specialized equipment, facilities)
- Describe the production workflow
- Describe materials needed to produce your product or service, and how you plan to source them

8: FINANCIAL PLAN
- Demonstrate the potential growth and profitability of your business
- Create a projected income statement
- Create a projected cash flow statement
- Create a projected balance sheet
- Provide a breakeven analysis

9: APPENDIX
- Attach supporting documentation, which can include:
  - Charts and graphs
  - Market research and competitive analysis
  - Information about your industry
  - Information about your offerings
  - Samples of marketing materials
  - Professional references
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