

BUSINESS PLAN

DATE PREPARED

CONTACT

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1. EXECUTIVE SUMMARY

2. COMPANY OVERVIEW

2.1 COMPANY BACKGROUND

2.2 MANAGEMENT TEAM

3. PRODUCTS AND SERVICES

Here are some examples of our offerings: (insert images below)

Currently, we use the following suppliers/vendors:

VENDOR 1		VENDOR 2	
NAME		NAME	
LOCATION		LOCATION	
SUPPLIES PROVIDED TO BUSINESS		SUPPLIES PROVIDED TO BUSINESS	
PAYMENT TERMS		PAYMENT TERMS	

4. MARKET ANALYSIS

4.1 MARKET AND INDUSTRY OVERVIEW

4.2 TARGET MARKET

According to our market research, our target customers have the following characteristics in common:

SEGMENT 1		SEGMENT 2	
AGE		AGE	
GENDER		GENDER	
OCCUPATION		OCCUPATION	
INCOME LEVEL		INCOME LEVEL	
HIGHEST LEVEL OF EDUCATION		HIGHEST LEVEL OF EDUCATION	
MARITAL STATUS		MARITAL STATUS	

4.3 COMPETITION

5. MARKETING PLAN

5.1 MARKETING STRATEGY

5.2 POSITIONING

5.3 PROMOTION

5.4 DISTRIBUTION

6. IMPLEMENTATION PLAN

6.1 PERSONNEL PLAN

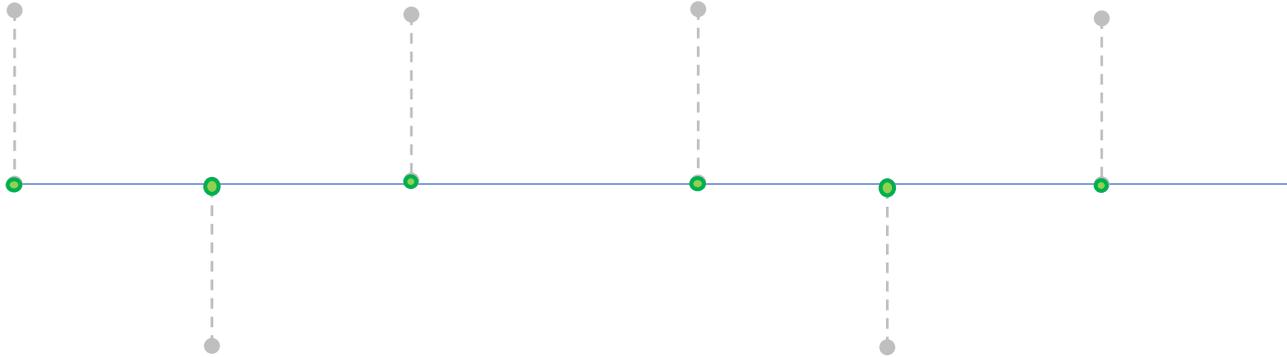
PERSONNEL			
TOTAL PAYROLL			

6.2 SWOT ANALYSIS

STRENGTHS (INTERNAL)	WEAKNESSES (INTERNAL)
1.	1.
2.	2.
3.	3.
OPPORTUNITY (EXTERNAL)	THREATS (EXTERNAL)
1.	1.
2.	2.
3.	3.

6.3 TIMELINE OF MILESTONES

Below is the timeline we anticipate to complete key activities:



7. FINANCIAL PLAN AND STATEMENTS

7.1 KEY ASSUMPTIONS

7.2 SALES FORECAST

Insert chart and or graph depicting your sales forecasts below:

7.3 BREAK-EVEN ANALYSIS

Insert chart and or graph depicting your breakeven point below:

7.4 PROJECTED INCOME STATEMENT

Insert Projected Income Statement Below:

7.5 PROJECTED CASH FLOW STATEMENT

Insert projected cash flow statement below:

7.6 PROJECTED BALANCE SHEET

Insert projected balance sheet below:

8. APPENDIX

FILL-IN-THE-BLANK SMALL BUSINESS PLAN TEMPLATE

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