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:
  o Charts and graphs
  o Market research and competitive analysis
  o Information about your industry
  o Information about your offerings
  o Samples of marketing materials
  o Professional references
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