**SIMPLE FILL-IN-THE-BLANK**

**BUSINESS PLAN TEMPLATE**

# COMPANY NAME

# I. EXECUTIVE SUMMARY

Our plan is to open a \_\_\_(business type)\_\_\_\_\_\_ business that will sell \_\_(product or service)\_\_\_\_\_\_ for \_\_\_\_(target buyer)\_\_\_\_. Our management team consists of \_\_\_(member name)\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_(member name)\_\_\_\_\_\_. Our team has the \_\_\_\_(relevant skill types)\_\_\_\_\_ expertise to successfully grow this business. Our market size is \_\_\_(size of market)\_\_\_\_, and our customer base consists of \_\_\_(market segments)\_\_\_\_\_\_\_\_\_\_\_. We will market to our target customers using the following methods: \_\_(method 1)\_\_\_\_\_, \_\_\_(method 2)\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_(method 3)\_\_\_\_\_. In order to get this business off the ground, we require \_\_\_(funding requirements)\_\_\_ in funds, for the purposes of \_\_(funding use)\_\_\_. Our goal is to reach \_\_\_\_(sales goal)\_\_\_\_ in the first \_\_\_(time period)\_\_\_\_\_.

# II. BUSINESS DESCRIPTION

This \_\_\_ (business type)\_\_\_\_\_business will operate in the \_\_\_(industry type)\_\_\_\_\_ industry. Our mission is to \_\_\_(mission statement)\_\_\_\_\_\_\_\_\_\_\_, and our vision is to \_\_\_(vision statement)\_\_\_\_\_\_.

We are selling \_\_\_(product/service)\_\_\_, and our competitive advantage is \_\_\_(unique selling proposition)\_\_\_\_\_\_\_\_\_\_\_. Currently, the alternatives that buyers use are \_\_\_(alternative 1)\_\_\_ and \_\_\_\_(alternative 2)\_\_\_\_\_. However, those alternatives lack \_\_\_\_(what sets your product/service apart)\_\_\_\_.

This specific industry is \_\_(industry description)\_\_\_\_\_\_\_\_, and it is expected to \_\_(growth predictions)\_\_\_\_\_\_\_. Given those predictions, our company will perform successfully because \_\_(reasoning backed by market research)\_\_\_\_\_\_\_\_\_\_\_\_. We plan to reach \_\_\_(sales goal)\_\_\_\_\_\_ in yearly sales and to increase our annual sales by \_\_\_(sales goal)\_\_\_\_\_\_\_ over the next \_\_\_(time period)\_\_\_.

# III. MARKET ANALYSIS AND COMPETITION

After analyzing the market and researching the demand for \_\_\_(product/service)\_\_\_, we have determined that this is the best time to permeate the market because \_\_\_(reason backed by research)\_\_\_\_\_\_\_.

Our market size is \_\_(market size)\_\_\_, and our target market segment(s) can be described as follows:

## Segment 1

1. Demographic
2. Gender
3. Age
4. Income
5. Education
6. Marital Status
7. Psychographic
8. Social status
9. Beliefs
10. Values
11. Interests
12. Lifestyle preferences
13. Geographic
14. Province or state
15. City
16. Region
17. Postal code
18. Neighborhood

We determined that there is enough demand for our \_\_\_(product or service)\_\_\_ within this particular segment due to \_\_\_\_(reasoning backed by market research)\_\_\_.

Currently, our biggest competitors are \_\_\_\_\_(competitor 1)\_\_\_\_ and \_\_\_\_\_(competitor 2)\_\_\_\_. What separates us from the competition are \_\_\_(example 1)\_\_\_\_ and \_\_\_(example 2)\_\_\_\_.

In comparison to what’s offered on the market, our prices are \_\_\_(price difference)\_\_\_\_\_\_\_, which is \_\_\_(percent difference)\_\_\_\_\_\_ than our competition.

Here is an estimated comparison of our business to existing competitors:

|  |  |  |  |
| --- | --- | --- | --- |
| **CATEGORY** | **OUR COMPANY** | **COMPETITOR 1** | **COMPETITOR 2** |
| Est. Yearly Revenue | $000,000 | $000,000 | $000,000 |
| Price Level | Average | High | Low |
| No. Employees | 15 | 30 | 40 |
| Quality | High | Average | Low |

# IV. MARKETING AND SALES PLAN

Advertising and promotion are essential to getting the word out about our business, and we expect to implement a \_\_\_(description)\_\_\_\_\_ marketing strategy, which will include \_\_\_(key component of marketing strategy) \_\_\_ and \_\_\_(key component of marketing strategy)\_\_\_. This strategy will enable us to effectively target \_\_\_(market segment)\_\_\_ due to \_\_\_\_(reasoning backed by market research)\_\_\_\_\_\_\_\_\_\_.

Our key offerings include \_\_\_(product/service offerings)\_\_\_. Our offerings benefit our target customers more than what is currently on the market because \_\_(reasoning backed by market research)\_\_\_. Our unique selling proposition is \_\_\_\_\_\_\_\_\_\_\_\_.

The market is predicted to \_\_\_(prediction)\_\_\_\_\_\_\_ over the next \_\_\_\_\_(time frame)\_\_\_\_\_\_\_. Accordingly, our pricing strategy is to \_\_\_(pricing strategy)\_\_\_.

The various methods we plan to use to communicate our offerings to our target customers are \_\_\_(communication methods)\_\_\_. Additionally, we aim to promote our \_\_(product/service)\_\_ by \_\_(promotion methods)\_\_\_.

We intend to distribute our \_\_(product/service)\_\_ to customers by \_\_(distribution method)\_\_\_. We will be selling \_\_(wholesale, retail, etc.)\_\_ and will use \_\_(payment method)\_\_.

# V. OPERATIONS AND MANAGEMENT PLAN

Our physical business locations will be in \_\_\_(locations)\_\_\_\_\_ because \_\_\_(reasoning)\_\_\_\_\_\_\_\_\_\_\_. Other physical requirements of our business are \_\_(warehouse, specialized equipment, facilities, etc.)\_\_\_.

Our production workflow is \_\_\_(description of production workflow)\_\_. Our staffing requirements are \_\_(staffing requirements)\_\_\_. Employee training will be provided by \_\_(description of employee training needs)\_\_\_.

# VI. DEVELOPMENT PLAN

The development of our offering will occur over the course of \_\_\_(time frame)\_\_\_\_\_\_\_. We will launch our marketing strategy \_\_\_(time frame)\_\_\_\_\_\_\_\_\_ with \_\_\_\_(marketing strategy)\_\_\_\_\_\_.

Our organizational structure will be \_\_\_(description)\_\_\_\_\_\_\_\_, with \_\_\_(number)\_\_\_\_\_\_\_ management team members and \_\_\_\_(number)\_\_\_\_\_\_\_ employees.

We anticipate our monthly costs and expenses to be \_\_\_\_\_(amount)\_\_\_\_\_\_\_\_\_ because \_\_\_(reasoning backed by research)\_\_\_\_\_\_. We have an anticipated monthly revenue of \_\_\_\_\_(amount)\_\_\_\_\_\_\_\_\_.

With the money sourced, we plan to invest in \_\_\_(area of investment)\_\_\_\_\_\_\_\_\_\_\_ over the course of \_\_\_(time period)\_\_\_\_\_. One year out from launch, our goal is to \_\_\_\_(year 1 goal)\_\_\_\_\_\_\_\_\_\_. Five years out from launch, our goal is to \_\_(year 5 goal)\_\_\_\_\_.

# VII. FINANCIAL STATEMENTS

The following financial statements demonstrate that our business will grow and be profitable.

Provide your projected income statement, cash flow statement, and balance sheet. Additionally, attach a break-even analysis to provide investors with the level of sales you need to make a profit.

# VIII. SUPPORTING DOCUMENTS AND ATTACHMENTS

Attached here are the documents that support the information provided in the plan, including \_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_ , and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Possible items to attach:

* Detailed market research
* Industry information
* Site/building plans
* Professional references
* Any supporting material

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