

Simple 5-Year Business Plan Template



Executive Summary

Purpose of the Plan

5-Year Vision

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (\$)					
Profit Margin (%)					
Customer (#)					

Business Overview

Mission

Vision

Offerings

5-Year Goals

SWOT Analysis

Strengths	Weaknesses

Opportunities	Threats

Target Market

Customer Focus

Market Growth Projection

Year	Market Size (\$)	Market Share (%)	Customer Base (#)
Year 1			
Year 2			
Year 3			
Year 4			
Year 5			

Product or Service Offerings

Primary Product or Service

5-Year Roadmap

Year	Initiatives	Milestones
Year 1		
Year 2		
Year 3		
Year 4		
Year 5		

Marketing and Sales Plan

Marketing Strategy Overview

Yearly Sales and Marketing Goals

Year	Goal	KPIs
Year 1		
Year 2		
Year 3		
Year 4		
Year 5		

Financial Plan

Projections

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (\$)					
Operating Costs (\$)					
Net Profit (\$)					

5-Year Timeline and Milestones

Year	Strategic Goals	Key Initiatives	Milestones
Year 1			
Year 2			
Year 3			
Year 4			
Year 5			

Appendices

Document Type	Description

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