BUSINESS PLAN

DATE PREPARED

CONTACT

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1. EXECUTIVE SUMMARY

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2.1 COMPANY BACKGROUND

2.2 MANAGEMENT TEAM

3. PRODUCTS AND SERVICES

	use the following supplier	rs/vendors:	
VENDOR 1	I	VENDOR 2	
NAME		NAME	
LOCATION		LOCATION	
SUPPLIES PROVIDED TO BUSINESS		SUPPLIES PROVIDED TO BUSINESS	
PAYMENT TERMS		PAYMENT	

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

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

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5.1 MARKETING STRATEGY

5.2 POSITIONING

5.3 PROMOTION

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- 6. IMPLEMENTATION PLAN
- 6.1 PERSONNEL PLAN

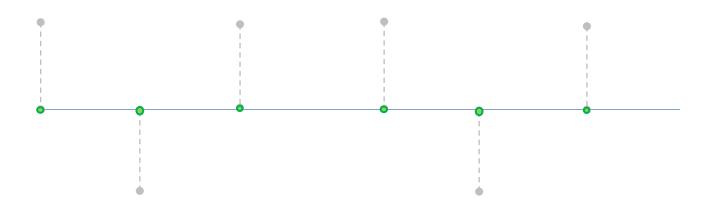
PERSONNEL		
TOTAL PAYROLL		

6.2 SWOT ANALYSIS

STRENGTHS (INTERNAL)	WEAKNESSES (INTERNAL)
1.	1.
2.	2.
3.	3.
OPPORTUNITY (EXTERNAL)	TUDE ATO (EVITEDALA)
011 01010111 (E)(IE)(I)	THREATS (EXTERNAL)
1.	1.
	1

6.3 TIMELINE OF MILESTONES

Below is the timeline we anticipate to complete key activities:



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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:

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,	7.5	 CASH FLOW S	

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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