

Business Plan Template

Business Plan Format

When writing your business plan, please use headings with examples below.

Executive summary

Briefly state what your business is. Include your mission statement, your product or service, and basic information about your business's leadership team, employees, and location. You can also include financial information.

Business description

Provide detailed information about your business. Go into detail about the problems your business solves.

Explain the competitive advantages that will make your business a success. Are there experts on your team? Have you found the perfect location for your store? Your business description is the place to boast about your strengths.

Market analysis

State purpose of business and provide the evidence that there is a niche in the market that your business can do against your competitors for example, what do successful competitors do? Why does it work? Can you do it better?

Organization and management

State how your business will be structured and who will run it.

Describe the legal structure of your business. State whether you have or intend to incorporate your business as a Company, General or Limited Partnership, or if you're a Sole Proprietor

Use an organizational chart to lay out who's in charge of what in your business. Show how each person's unique experience will contribute to the success of your venture. Consider including resumes and CVs of key members of your team.

Service or product line

Describe what you sell or what service you offer. Explain how it benefits your customers and what the product lifecycle looks like.

Marketing and sales

Describe how you'll attract and retain customers.

Financial projections

Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly or even monthly projections. This is a great place to use graphs and charts to tell the financial story of your business.