

# Business Plan Template

Name of company: \_\_\_\_\_

Name of persons completing this business plan: \_\_\_\_\_

## *Item A*

### **Description of Business**

What type of business is it: Wholesale, Retail, Manufacturing, Service, etc. What is your business legal structure: Sole proprietorship, Corporation or Partnership? Describe your products or services with a particular focus on what value it brings to your customer.

## *Item B*

### **Capital Requirements and Source**

How much capital does the business require over the next 12 months and what is the source of the capital?

## *Item C*

### **Competitive Advantage**

A competitive advantage exists when a company is able to deliver the same benefits as a competitor, but at a lower cost (cost advantage) or delivers benefits that exceed those of competing products/services (differentiation advantage). This competitive advantage enables the company to create superior value for its customers and higher profits for the company. Describe your competitive advantage.

***Item D*****Target Customer**

Trying to be all things to all customers is the “kiss of death” in business. If you are selling to consumers what is their age, gender, race, education attainment, income, marital status, family cycle, religion, occupation, industry of employment or home value? If you are selling business to business what is their industry, size of company, annual sales, purchasing patterns, decision maker, etc. Describe who your target customer is, where they can be found and how many are there.

***Item E*****Pricing Strategy**

Describe your pricing strategy: below market, at market or above market. Describe why you selected that pricing strategy and how it can be maintained profitably.

***Item F*****Competition**

List top three competitors, their competitive advantage, pricing strategy, strengths and weaknesses.

***Item G*****Marketing and Sales Strategy**

Describe how the company will attract and reach its best profitable customers. Describe how the company will convert potential prospects into customers. Describe how the company will create repeat customers.

***Item H*****Management**

Describe the people directly involved in the business and what they bring to the table to make this business a success. All people or teams have weaknesses. What are the weaknesses and how does the company plan to minimize those weaknesses.

***Item I*****12-Month Cash Flow Projections  
Break-Even Analysis**