



BUSINESS PLAN TEMPLATE
COMPLETE STRATEGIC BUSINESS PLANNING GUIDE

EXECUTIVE SUMMARY

PROVIDE A BRIEF OVERVIEW OF YOUR BUSINESS CONCEPT, TARGET MARKET, AND KEY SUCCESS FACTORS.

Business Name: _____

Business Type: _____

Location: _____

Mission Statement:

Vision Statement:

Key Success Factors:

1. _____

2. _____

3. _____

4. _____

5. _____

BUSINESS DESCRIPTION

What does your business do?

What problem does your business solve?

What makes your business unique?

MARKET ANALYSIS

Target Customer Profile:

Age Range: _____

Income Level: _____

Location: _____

Interests/Needs: _____

Market Size:

Total addressable market: _____

Your target market segment: _____

Competition Analysis:

Competitor 1: _____

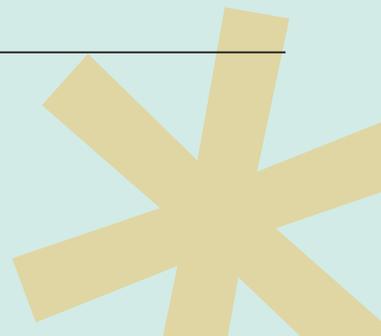
Strengths: _____

Weaknesses: _____

Competitor 2: _____

Strengths: _____

Weaknesses: _____



PRODUCTS/SERVICES

Primary Offering:

Pricing Strategy: _____

Product/Service 1: \$ _____

Product/Service 2: \$ _____

Product/Service 3: \$ _____

Revenue Streams:

MARKETING STRATEGY

How will you reach your customers?

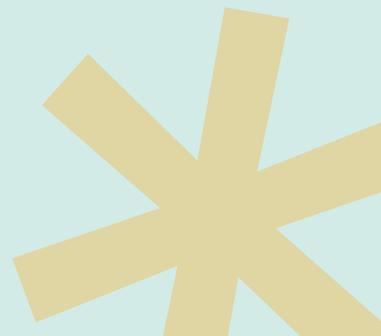
Marketing Budget: \$ _____

Key Marketing Channels:

Social Media: Facebook Instagram LinkedIn TikTok Other _____

Digital Marketing: Email SEO Paid Ads Content Marketing

Traditional: Print Radio Networking Referrals



OPERATIONS PLAN

Business Location/Setup:

Key Equipment/Technology Needed:

1. _____
2. _____
3. _____
4. _____

Staffing Requirements:

Current team size: _____

Planned hires in Year 1: _____

Key Processes:

1. _____
2. _____
3. _____

FINANCIAL PROJECTIONS (12 MONTHS)

Startup Costs:

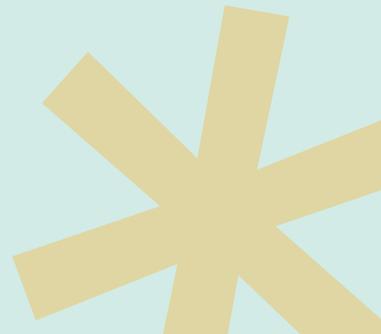
Initial Investment: \$ _____

Equipment: \$ _____

Marketing: \$ _____

Operating Capital: \$ _____

Total Startup Costs: \$ _____



Monthly Projections:

Expected Monthly Revenue: \$ _____

Monthly Expenses: \$ _____

Expected Monthly Profit: \$ _____

Break-even Analysis:

Break-even point (months): _____

Monthly sales needed to break even: \$ _____

FUNDING REQUIREMENTS

Total Funding Needed: \$ _____

Funding Sources:

Personal Investment: \$ _____

Loans: \$ _____

Investors: \$ _____

Grants: \$ _____

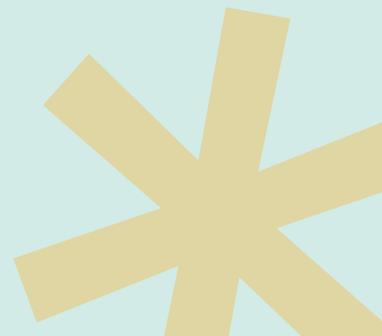
Use of Funds:

Equipment/Setup: % _____

Marketing: % _____

Working Capital: % _____

Other: % _____



OPERATIONS PLAN

Potential Risks:

Mitigation Strategy: _____

Mitigation Strategy: _____

Mitigation Strategy: _____

GOALS & MILESTONES

6-Month Goals:

1. _____

2. _____

3. _____

1-Year Goals:

1. _____

2. _____

3. _____

3-Year Vision:

1. _____

2. _____

3. _____

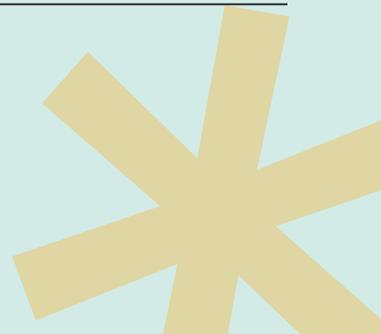
ACTION PLAN

Next 30 Days:

1. _____

2. _____

3. _____



Next 90 Days:

1. _____
2. _____
3. _____

Next 6 Months:

1. _____
2. _____
3. _____

This template provides a solid foundation for your business planning. For more detailed financial modeling, market research, and strategic planning tools, consider upgrading to our Premium Business Plan Template.

