



# BUSINESS PLAN

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**Tip:** Use links to go to a different page inside your template.

**How:** Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

# EXECUTIVE SUMMARY

## OUR MISSION:

Write your company mission here

## OUR VISION:

Write the vision for the company here



# EXECUTIVE SUMMARY

## THE PRODUCT

Give a brief overview of what you will sell

---

## THE LEADERSHIP

Who are the managers and what will they do?

---

## THE OVERALL INDUSTRY

Give a brief outline of the industry

---

## THE COMPETITORS

Give a brief outline of the competitors

---

## THE FINANCIAL STATUS

Give details about financial status & money required from investors

---

## FUTURE PLANS

Outline your future plans and milestones

# THE ORGANISATION



**NAME GOES HERE**

JOB TITLE

A brief description including what they do for the business, how long have they been in the industry their achievements, a fun fact about them ect...

---



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JOB TITLE

A brief description including what they do for the business, how long have they been in the industry their achievements, a fun fact about them ect...

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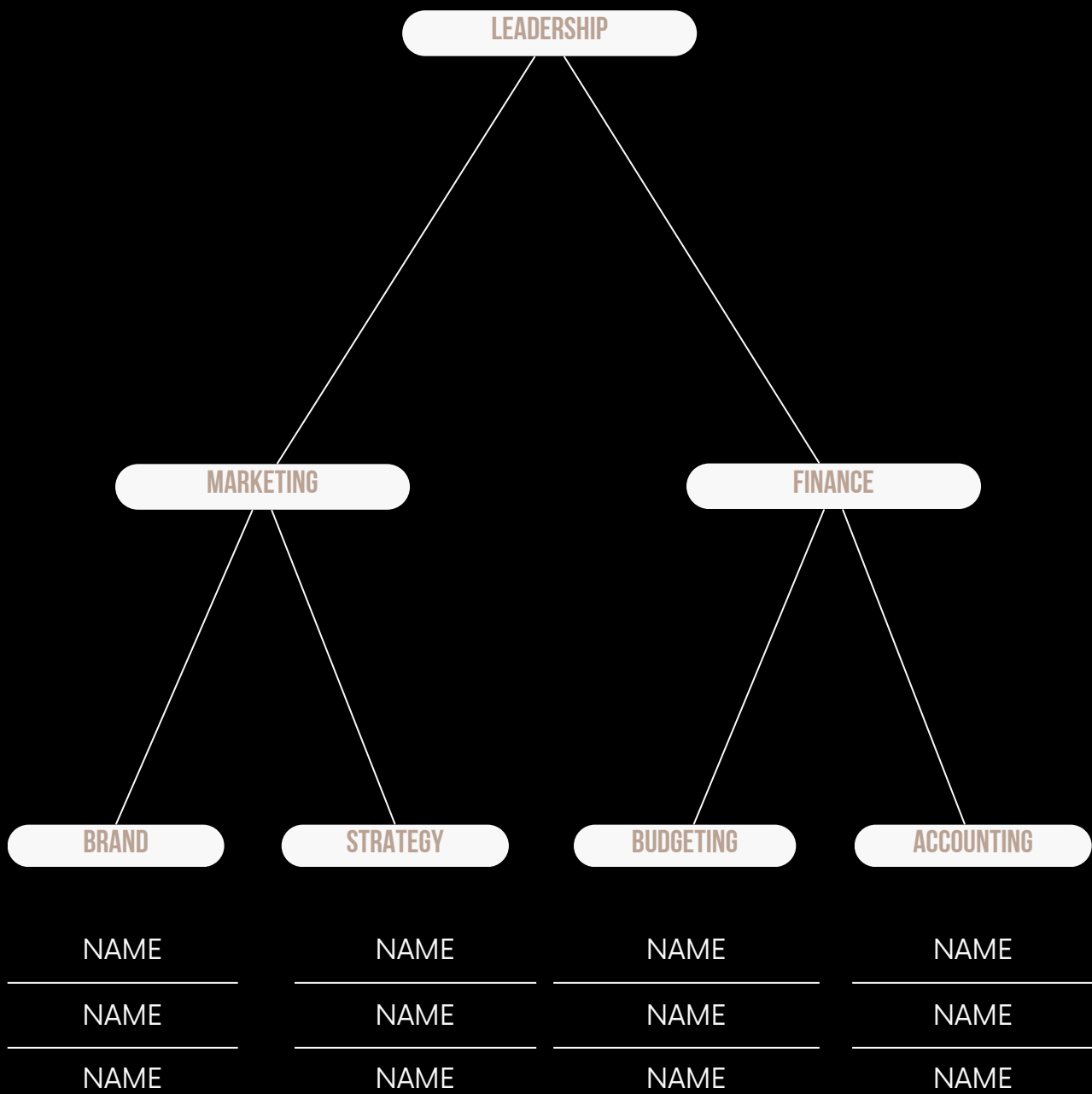


**NAME GOES HERE**

JOB TITLE

A brief description including what they do for the business, how long have they been in the industry their achievements, a fun fact about them ect...

# ORGANISATION MAP



# BUSINESS DESCRIPTION



## ADD YOUR TAGLINE HERE

In In this segment, provide a comprehensive description of the business operations. The primary objective is to persuade prospective investors that the business is a promising venture. Clarify the core product or service offered by the business, its functioning, and the possibility of offering diverse product categories or services. Identify the target customer base and how the business differentiates itself from others in the same industry. Additionally, assess the potential growth opportunities and expansion prospects for the business.

# OUR PRODUCTS

## PRODUCT 1

ADD THE ITEM DESCRIPTION HERE

\$ 150.00

---

## PRODUCT 2

ADD THE ITEM DESCRIPTION HERE

\$ 200.00

---

## PRODUCT 3

ADD THE ITEM DESCRIPTION HERE

\$ 90.00

---

## PRODUCT 4

ADD THE ITEM DESCRIPTION HERE

\$ 50.00

---

# INDUSTRY BACKGROUND

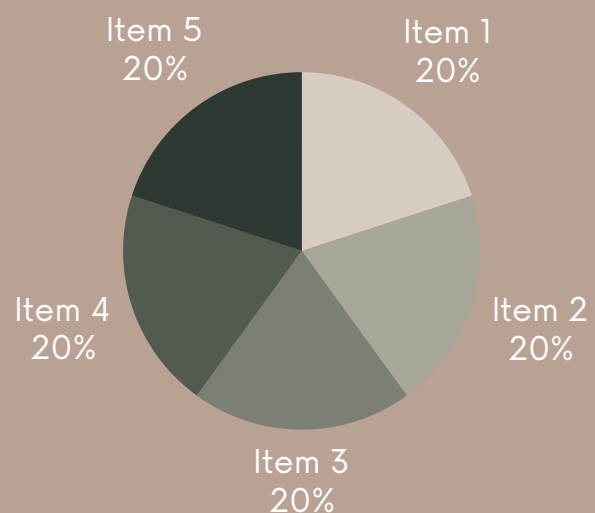


## ADD INDUSTRY NAME HERE

This section should cover the industry in which your business operates, including its size, location, products, services, history, and typical trends. Additionally, identify any emerging patterns and provide a prediction about the industry's future trajectory.

Add more details here about the industry and any problems or gaps in the market.

Any figures can be shown in a graph or pie chart or delete this section.



# COMPETITOR ANALYSIS

RESEARCH YOUR COMPETITORS AND FILL IN THE FOLLOWING. DUPLICATE THIS PAGE AS MANY TIMES AS YOU NEED.

<b>S</b>	<b>STRENGTHS</b> WHAT STRENGTHS DOES YOUR COMPETITOR HAVE?	
<b>W</b>	<b>WEAKNESSES</b> WHAT WEAKNESSES DOES YOUR COMPETITOR HAVE?	
<b>O</b>	<b>OPPORTUNITIES</b> WHAT OPPORTUNITIES ARE THERE IN YOUR INDUSTRY?	
<b>T</b>	<b>THREATS</b> WHAT THREATS ARE THERE IN YOUR INDUSTRY?	

# COMPETITOR ANALYSIS

## OUR COMPETITORS

In this section, you will identify your competitors and evaluate their standing within the industry. Detail their product offerings and services provided, and assess their strengths and weaknesses. Additionally, analyze their sales, branding, and marketing strategies to gain a comprehensive understanding of their approach to business.



# MARKET ANALYSIS

## OUR TARGET MARKET

This section focuses on identifying the specific market you intend to target. If the market is substantial, you may categorize your target audience. Additionally, take into account the geographic location of your target market, whether it's an online or physical business. In addition to geography, consider demographic factors such as gender, race, education level, and other relevant data points.

## BUYER PERSONA

Create as many buyer personas as you need but we recommend keeping it less than 5.



**SAMANTHA CLOCKHOUSE**

- 30 years old
- she/her
- Marketing Manager
- Bedford

Samantha is a hardworking marketing manager who has built a strong career.

### GOALS

- get a pay rise
- increase savings
- buy a new car

### CHALLENGES

- busy work schedule
- always working late
- no free time

### LIKES

- wine tasting
- live music
- relaxing holidays

### DISLIKES

- rap music
- condescending people
- cockroaches

### PERSONALITY

- career driven
- always growing
- organised

### PRODUCTS THEY ENJOY

- Starbucks
- independent shops
- organic food

# MARKETING PLAN

## OUR MARKETING PLAN

objectives, along with the strategies you intend to employ to attain them. You should elaborate on your product or service sales approach, while exploring effective means of communicating with your target audience to persuade them to purchase your offering. Emphasize the unique value proposition of your product or service, including how it solves an existing industry challenge or provides a novel solution. It's crucial to comprehend the purchasing preferences of your audience and use that knowledge to your advantage.



# MARKETING PLAN

## THE 4PS OF MARKETING

### PRODUCT

Product refers to the physical goods or services that a company offers to its customers. This includes the features, design, packaging, branding, and quality of the product.

### PRICE

Price refers to the amount of money that customers pay to purchase the product. Pricing decisions are influenced by cost of production, competition, and customer demand.

### PROMOTION

Promotion includes all of the communication activities that a company uses to promote its product. This includes advertising, sales promotion, public relations, and personal selling.

### PLACE

Place refers to the channels and locations that a company uses to distribute its product to customers. This includes physical stores, online marketplaces, and distribution networks.

# FINANCIAL PLAN

## CAPITAL REQUIREMENTS

In this segment, outline your strategy for utilizing the funds and resources that your prospective investors could offer. Be specific about the amount of funding required and how you intend to distribute it.

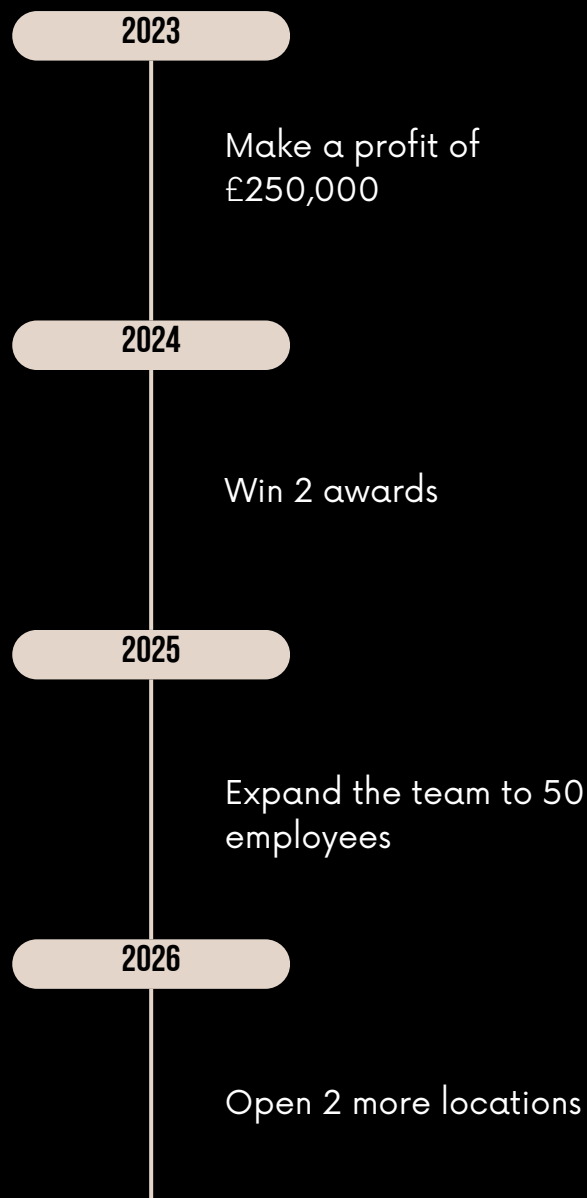
	VALUE	PERCENTAGE
Start-up costs & Equipment	\$7,000	35%
Marketing and Advertising	\$10,000	50%
Daily Operations	\$3,000	15%
<b>TOTAL</b>	<b>\$20,000</b>	<b>100%</b>

## FINANCIAL OUTLOOK

Additionally, it's essential to present a forecast of your business's financial performance over a particular period. This will enable investors to determine when they can expect to receive a return on their investment.

US\$	FY 2023	FY 2024
Revenue	300,000	600,000
Expenses	50,000	100,000
Profit	250,000	500,000

# FUTURE PLANS



In the concluding segment, chart your vision for the future of your business, with no limitations! Envision grand expansion projects, novel product offerings, and significant partnerships. Elaborate on the level of impact you aim to make in the industry, as this will inspire potential investors to share your optimism for the business.



**CONTACT US FOR FURTHER  
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