# **Wholesale Small Business Plan Template**

**I. Executive Summary**

* Business Name
* Owner(s) Information
* Business Location(s)
* Business Structure (Sole Proprietor, LLC, Corporation, etc.)
* Brief Description of Products Wholesaled
* Target Market Overview
* Financial Summary (Projected Revenue & Expenses)
* Business Goals & Growth Plan

**II. Business Description**

* Mission Statement
* Vision Statement
* Business Objectives
* Description of Products & Industries Served
* Licensing & Compliance Overview

**III. Market Analysis**

* Industry Overview & Trends
* Target Market Demographics
* Market Demand & Growth Potential
* Competitor Analysis
* Unique Value Proposition

**IV. Organization & Management**

* Business Ownership Structure
* Leadership & Key Personnel
* Staffing & Human Resources Plan
* Required Licenses & Certifications

**V. Product Offerings**

* Detailed Description of Products
* Supplier & Manufacturer Partnerships
* Pricing Model & Wholesale Markup Strategy
* Inventory Management & Warehousing
* Product Differentiation & Value-Added Services

**VI. Marketing & Sales Strategy**

* Branding & Positioning
* Online Presence (Website, SEO, Social Media)
* Strategic Partnerships (Retailers, Distributors, Manufacturers)
* Advertising & Promotional Strategies
* Trade Shows & Industry Events

**VII. Operations Plan**

* Warehouse & Facility Requirements
* Equipment & Logistics Management
* Order Fulfillment & Distribution Strategy
* Compliance with Industry Regulations
* Risk Management & Quality Control

**VIII. Financial Plan**

* Startup Costs & Funding Sources
* Revenue Streams & Pricing Strategy
* Projected Income Statement (1-3 Years)
* Cash Flow Projection
* Break-Even Analysis
* Budgeting & Expense Management

**IX. Legal & Regulatory Considerations**

* Business Licensing & Permits
* Trade Regulations & Compliance
* Liability & Insurance Requirements
* Taxation & Financial Record-Keeping

**X. Growth & Expansion Plan**

* Future Product Line Expansions
* Technology & Automation Integration
* Strategic Partnerships & Collaborations
* Scalability Plan

**XI. Appendix**

* Resumes of Key Personnel
* Business Licenses & Certifications
* Supplier Agreements & Contracts
* Market Research Data
* Financial Statements & Projections