



# A BEGINNERS GUIDE BUSINESS PLAN

## EXECUTIVE SUMMARY

Briefly explain what your company does and why it will be successful. Include high level information and growth plans.



## CO. DESCRIPTION

This is where you go into detail about your company and the problem it solves, customers and organization.

## MARKET ANALYSIS

Understand your industry and target market. What do successful competitors do? Can you do it better? what's your advantage?

## ORGANIZATION & MANAGEMENT

How will your company be structured? Who will run it?  
What legal structure will you use?  
Use an organizational chart to lay it out.

## MARKETING & SALES

How will you attract and retain customers?  
Build brand recognition?  
Describe your marketing and sales strategies so you can refer back to them for financial projections.



## FUNDING REQUESTS

Be specific if you want debt or equity, and the terms involved.

## APPENDIX

Use your appendix to give supporting information. Credit history, resumes, product images or descriptions, licenses, legal documents including patents.  
Summarizing/ Supporting



## CUSTOMIZE IT

Use a traditional, compact or lean format.  
Expand or add to it as needs change.