# Business Plan

**[Name of Business Goes Here]**

**OWNERS: (Individual owner name(s) here)**

Your Business Name

Address Line 1

Address Line 2

City, ST ZIP Code

Telephone

Website

E-Mail

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### Executive Summary

Start with a brief overview of your business idea, its mission, and the problem it aims to solve. Highlight your unique value proposition, target market, and key financial projections. Keep this section concise yet compelling, as it's the first thing readers will see.

Provide just an overview of of the proposed business:

* What is your company’s mission statement?
* Does your team have the necessary background and experience?
* What will your product or service be, and what purpose will it serve?
* Who will your customers be, and how will you market to them?
* Who are your competitors, and how will your company be different or better?
* What do you think the future holds for your business and your industry?
* How will you implement your plan, and what will your funding needs be?

When applying for an SBA loan, be sure to include how much money you want to borrow, how you are going to use it, and how the loan proceeds will allow your business to be more profitable.

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### Company Description

Provide detailed information about your business, including its legal structure, location, and history. Describe your products or services, and explain how they meet customer needs or solve problems.

* Why does your company exist and what does it do?
* What problems does your business aim to address?
* What prompted you to start your business?
* What products or services do you offer?
* What organizations or individuals will benefit from your company’s product or service?
* What makes your company different from others?
* What competitive advantages does your business offer?
* What would a successful product launch look like?
* Does your company have strategic partnerships with other vendors?

### Organization & Management

Describe your business's organizational structure and management team. Highlight the key skills and experience of your team members and explain how their expertise contributes to the success of the business.

* Owners (be sure to include ownership percentage of each owner)
* Board of directors, if applicable
* Management advisory board, if applicable
* Attorney, if applicable
* Accountant
* Insurance agent, if applicable, if one is needed we can referral to an agency
* Consultant or consultants, if applicable
* Mentors and key advisors, if applicable

### Market Analysis

Conduct thorough research on your industry, target market, and competitors. Identify your target audience, their demographics, preferences, and behaviors. Analyze your competitors' strengths and weaknesses to find your competitive edge.

* Who are the major competitors in the market?
* What are competitors doing well and are there areas for improvement?
* How does your company compare to the top competitors?
* How has the product or service evolved over time?
* Are there any trends for supply and demand throughout the year?
* What can your company do to stand apart from the top competitors?
* Does your company have any strategic advantages?

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### Service or Product

Provide detailed information about what you're offering. Describe the features, benefits, and how your products or services address the needs of your target market. If applicable, include information about your intellectual property (patents, copyrights, trademarks).

* Description of what your product or service does
* How your product or service works
* How and why your product/service is unique, better, or worse than competitors
* How your customers will benefit from your product or service
* Illustration of the typical lifecycle
* If you offer a service, describe in detail the service process
* Pricing structure
* Plans for research and development
* Discuss plans for handling intellectual property, copyright, and patent filings

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### Marketing and Sales

Outline your marketing and sales plans. Describe how you'll promote your products or services, reach your target audience, and convert leads into customers. Discuss your pricing strategy and any partnerships you may have.

### In this section, describe who your target audience is and how you will market toward them.

Describe how you intend on attracting customers and where you expect most sales to be made.

Describe your sales process, including your pricing strategy as it applies to sales and also to marketing.

How does your marketing strategy compare to competitors?

Provide details about your marketing budget and your marketing strategy.

Provide details about your sales budget.

Discuss your sales and marketing goals.

What metrics will you use to measure the effectiveness of your marketing and sales strategy?

### Financial Data & Projections

Create detailed financial forecasts for the next 3 years. Include projected Profit and Loss Spreadsheet from the website. Use realistic assumptions based on your market research or use the franchise’s FDD as a benchmark. Make sure not to exceed the number provided in the FDD if you are buying a franchsie.

* Business bank statements
* Financial projections for the next three years
* Financial projections should include expected expenses from loan payments, rent, lease payments, marketing and advertising fees, employee salaries, benefits, legal fees, warranty expenses, and more
* A comprehensive, SBA compliant financial projections spreadsheet is available on the website

When projecting financial performance, we recommend you use monthly projections for the first year and annual projections for years two and three.

On the tabs for year one through three, fill out the assumptions for each line item for revenues and expenses. The SBA requires this information to be included.

### Financing Request

If you're seeking funding, clearly state how much capital you need and how you intend to use it. Provide a breakdown of the funds required for different purposes (e.g., product development, marketing, operations).

* How much funding you need and why
* The type of funding you are seeking
* When you will use the funds
* What you will use the funds for
* Indicate your strategy for how you expect to pay off the loan

### Appendix

Include any additional information that supports your business plan, such as market research data, legal documents, resumes of key team members, product images, and customer testimonials.

Include the following in this section:

* Business licenses
* Certifications or permits
* Letters of reference
* Photos of products
* Resumes of business owners
* Contractual agreements and other legal documents
* Patents