

Business Plan Format

Company Description:

1. Where you are currently located, or where do you intend to be located?
2. How large is the company, or how large do you intend it to be?
3. How you are implementing your personal values, purpose and mission into your corporate vision and mission?
4. What you hope to accomplish?

Products or Services:

5. What you are selling?
6. What is the value you intend to provide your customers or clients?

Market Analysis:

7. What is your target market?
8. Who is your competition (where are they located, their hours, their market etc. details of their business)
9. How do you intend to sell your product or service in?

Management Summary:

10. How your business is structured?

11. Who is involved?

12. What is the education and experience of your team?

13. What is your education and experience that is applicable?

14. How will the business is managed?

Financial Analysis:

15. What is a current estimate of operating expenses?
16. What is the estimate for ongoing operating expenses?
17. What will be needed for future growth?

Vision:

18. What are you creating?

19. What will your business look like in one year, three years, and five years?

20. How do you plan to grow the business and to what degree? (e.g. hire employees, open up branch outlets, take the business public, etc.)

21. Do you eventually plan to sell the business for profit or to provide money for your retirement?

Mission:

22. What is your mission?

23. Why are you starting this business, and what is the purpose? How do you intend to achieve your vision?

24. What service(s) will you provide?

25. What is your target market (who will buy your services)?

26. How will your service offerings address the needs of the customers (e.g. what is your unique selling proposition)?

27. How will you provide your services (e.g. online, home business, store front etc.)?

Objectives:

28. Are your business goals considered SMART goals (specific, measurable, attainable, relevant, and time-based goals) ?
29. What are your SMART goals?
30. How will you measure success in achieving your goals?
31. This section lists your objectives and metrics for success by time frame, as well as potential questions or challenges.

For example:

Capture 20 percent of the local market share by year end

Gain 5 steady customers in the first 6 months of operation

Earn a net income of \$50,000 for the first fiscal year

List any obstacles or concerns, for example:

Winter season and/or poor spring weather reduces demand for landscaping services

Strategies:

32. How are you going to build your business?

33. What will you sell?

34. What is your unique selling proposition (i.e., what makes your business different from

35. the competition)?

36. The pricing strategy section needs to demonstrate how your business will be profitable.

Summarise your projected revenue (the money you make) and expenses (the money it costs to operate your business:

37. How much will you charge for your services?

38. Briefly describe how your pricing will be competitive enough to attract customers but be high enough to generate a profit after subtracting expenses.

Start-up Capital:

39. What is the total amount of start-up capital you will need to launch your business?

Anticipated Expenses:

40. What do you estimate your business's ongoing monthly expenses will be immediately after launch, in three months, in six months, and in one year?

Desired Income:

41. What do you anticipate your business's ongoing monthly income will be immediately after launch, in three months, in six months, and in one year?

Advertising + Promotion:

42. This section describes how you intend to get the word out to customers about your services. What are the most efficient ways to market your services? (e.g. business website, email, social media, newspapers).
43. Will you use sales promotional methods such as pricing discounts for new customers, etc.? What marketing materials will be used (business cards, flyers, brochures, etc.)?
44. What about referrals?

Action Plan:

45. Briefly describe the action items needed to achieve your objectives, using milestone

dates. For examples:

46. By "date"

47. By "date"

48. By "date"

49. By "date"

50. By "date"

51. Facebook

52. By "date"

53. templates

What are your potential obstacles?

54. a fully-equipped home office will be completed

55. business licenses and insurance acquired

56. purchase of delivery van negotiated with dealer

57. launch business website with description of services and price list

58. social media marketing plan in place and potential customers connected via and LinkedIn

59. subscribed to cloud-based accounting software and setup customer invoice

60. What are the potential solutions for the obstacles?

Describe possible solutions for any potential obstacles?

61. IE: If landscaping services cannot be delivered due to weather look into providing others services, such as snow clearing or tree pruning. Once you have answered each of these questions, you will have a working business plan that you can use immediately to start taking action in your business.