[INSERT DATE]



**BUSINESS PLAN**



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1. **Executive Summary**

[INSERT YOUR BUSINESS NAME] is a [INSERT TYPE OF BUSINESS] type of business which offers [INSERT WHAT YOU OFFER TO YOUR CUSTOMERS] to [INSERT YOUR CUSTOMERS]. Our mission is to [INSERT YOUR BUSINESS’S MISSION IN FULL STATEMENT FORM]. [INSERT YOUR BUSINESS NAME] is owned by [INSERT NAME OF OWNER/S. Its main product/service offerings are [INSERT NAME/S OF YOUR MAIN PRODUCTS/SERVICES] which we sell at affordable prices only.

Since our products/services suits the needs of [INSERT AGE RANGE], our business plan focuses more in getting the interests of [INSERT YOUR TARGET CUSTOMERS] to purchase and to make use of our products/services. [INSERT NAME OF THE BUSINESS INDUSTRY YOUR BUSINESS BELONGS TO] covers about [INSERT PERCENTAGE] % of the total market. Among all the businesses providing the products/services just like ours, [INSERT YOUR BUSINESS NAME] has [INSERT YOUR COMPETITIVE ADVANTAGE IN THE MARKET].

To start [INSERT YOUR BUSINESS NAME], you will need a starting capital requirement of [INSERT AMOUNT] which already covers [INSERT WHAT COVERS THE STARTING CAPITAL REQUIREMENT]. In the next [INSERT NUMBER OF YEARS] years, [INSERT YOUR BUSINESS NAME] will reach break-even at [INSERT AMOUNT] with annual projected sales of [INSERT PROJECTED AMOUNT]. [INSERT YOUR BUSINESS NAME] aims to be the place our target customers will have great experience with in the products/services they purchase.

1. **Business Overview**

[INSERT YOUR BUSINESS NAME] is a [INSERT SHORT DESCRIPTION OF YOUR BUSINESS]. [INSERT YOUR BUSINESS NAME] is located at [INSERT LOCATION OF YOUR BUSINESS NAME]. On this overview, we are going to talk about the trends, the business description, and the ownership information for [INSERT YOUR BUSINESS MAN].

* 1. **Industry Trends**

Through the years, the [INSERT NAME OF BUSINESS INDUSTRY] has a diverse market situation with changes which can be adapted by [INSERT YOUR BUSINESS NAME] in the course of its operations. These trends are elaborated as follows:

* [INSERT TREND] - [INSERT SHORT DESCRIPTION OF THE TREND]
* [INSERT TREND] - [INSERT SHORT DESCRIPTION OF THE TREND]
* [INSERT TREND] - [INSERT SHORT DESCRIPTION OF THE TREND]
* [INSERT TREND] - [INSERT SHORT DESCRIPTION OF THE TREND]
* [INSERT TREND] - [INSERT SHORT DESCRIPTION OF THE TREND]

Having knowledge of these trends aids in procuring effective ways to make [INSERT YOUR BUSINESS NAME] establish its position in this business industry.

* 1. **Business Description**

[INSERT YOUR BUSINESS NAME] is a [INSERT TYPE OF BUSINESS] type of business to be located at [INSERT LOCATION OF YOUR BUSINESS]. This business solely provides quality [INSERT WHAT PRODUCTS/SERVICES YOUR OFFER] to its target customers. These products/services involves [INSERT SHORT DESCRIPTION OF YOUR PRODUCTS/SERVICES]. [INSERT YOUR BUSINESS NAME] will become the [INSERT NUMBER] of business in [INSERT LOCATION OF YOUR BUSINESS] who sells [INSERT NAME OF PRODUCTS/SERVICES].

* 1. **Ownership**

[INSERT YOUR BUSINESS NAME] is registered as a [INSERT PROPRIETORSHIP TYPE] and is owned by [INSERT NAME OF OWNER/S]. This business is registered under the jurisdiction of [INSERT GOVERNMENT/STATE/AGENCY IN JURISDICTION].

1. **Market Analysis**

Before [INSERT YOUR BUSINESS NAME] is introduced in the market, we conducted an in-depth research of the market where the business will be located. The information presented below are the results of our research which is helpful in determining the necessary business strategies for [INSERT YOUR BUSINESS NAME] to play effectively in the market along with its competitors.

* 1. **Target Market**

The target market for [INSERT YOUR BUSINESS NAME] includes [INSERT WHICH PEOPLE AND THEIR RESPECTIVE AGE RANGE IS YOUR TARGET MARKET]. [INSERT YOUR TARGET CUSTOMERS] in [INSERT LOCATION OF YOUR BUSINESS] has the following needs which can be addressed by our products/services at [INSERT YOUR BUSINESS NAME].

* [INSERT CUSTOMER NEED] : [INSERT BRIEF DESCRIPTION OF THIS CUSTOMER NEED]
* [INSERT CUSTOMER NEED] : [INSERT BRIEF DESCRIPTION OF THIS CUSTOMER NEED]
* [INSERT CUSTOMER NEED] : [INSERT BRIEF DESCRIPTION OF THIS CUSTOMER NEED]
* [INSERT CUSTOMER NEED] : [INSERT BRIEF DESCRIPTION OF THIS CUSTOMER NEED]
  1. **Market Size**

[INSERT YOUR BUSINESS NAME] is to be located at [INSERT LOCATION OF YOUR BUSINESS]. The total population of [INSERT LOCATION OF YOUR BUSINESS] totals to [INSERT POPULATION NUMBER] number of people. As seen on the graph below, about [INSERT PERCENTAGE] % of the total population is [INSERT YOUR BUSINESS NAME] target market’s size. From this, we can decipher that [INSERT WHAT YOU DECIPHER FOR THIS MARKET SIZE].

[INSERT PIE, LINE, OR BAR GRAPH SHOWING DATA RELEVANT TO THE MARKET SIZE IN THE LOCATION OF YOUR BUSINESS]

* 1. **Competition**

The [INSERT TYPE OF INDUSTRY] business industry in [INSERT LOCATION OF YOUR BUSINESS] with [INSERT TOTAL NUMBER] number of businesses. There is an expectation of the existence of tight business competition when [INSERT YOUR BUSINESS NAME] starts operating in the area.

* + 1. **Competitors**

For [INSERT YOUR BUSINESS NAME], these businesses are considered as their major/minor competitors. Information about these businesses are also included on the table presented below.

|  |  |
| --- | --- |
| **COMPETITORS** | **BUSINESS INFORMATION** |
| [INSERT BUSINESS NAME OF COMPETITOR] | [INSERT BUSINESS INFORMATION OF COMPETITOR] |
| [INSERT BUSINESS NAME OF COMPETITOR] | [INSERT BUSINESS INFORMATION OF COMPETITOR] |
| [INSERT BUSINESS NAME OF COMPETITOR] | [INSERT BUSINESS INFORMATION OF COMPETITOR] |

As compared to our competitors, [INSERT YOUR BUSINESS NAME] is [INSERT YOUR OBSERVATION AND ANALYSIS] as you can define using the table of comparison shown.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **BUSINESS** | **[INSERT BUSINESS FACTOR]** | **[INSERT BUSINESS FACTOR]** | **[INSERT BUSINESS FACTOR]** | **[INSERT BUSINESS FACTOR]** |
| [INSERT COMPETITOR 1] |  |  |  |  |
| [INSERT COMPETITOR 2] |  |  |  |  |
| [INSERT YOUR BUSINESS NAME] |  |  |  |  |

1. **Sales Plan**

In order for [INSERT YOUR BUSINESS NAME] to gain the projected sales and to maximize its profits in the long run, sales strategies must be procured which is the gist of this section of the business plan. Since [INSERT YOUR BUSINESS NAME] is a new business to be introduced to your target market in [INSERT LOCATION OF YOUR BUSINESS], the need for this sales plan is a vital factor for you to establish your name and your brand once it opens.

* 1. **Product/Services Offers**

[INSERT YOUR BUSINESS NAME] is going to offer the following list of products/services when it opens for operation at [INSERT LOCATION OF YOUR BUSINESS].

* [INSERT PRODUCT/SERVICE OFFER]
  + [INSERT A SHORT DESCRIPTION OF THE PRODUCT/SERVICE]
  + [INSERT THE BENEFITS YOUR TARGET CUSTOMERS WILL GET WHEN THEY PURCHASE THIS PRODUCT/SERVICE]
* [INSERT PRODUCT/SERVICE OFFER]
  + [INSERT A SHORT DESCRIPTION OF THE PRODUCT/SERVICE]
  + [INSERT THE BENEFITS YOUR TARGET CUSTOMERS WILL GET WHEN THEY PURCHASE THIS PRODUCT/SERVICE]
* [INSERT PRODUCT/SERVICE OFFER]
  + [INSERT A SHORT DESCRIPTION OF THE PRODUCT/SERVICE]
  + [INSERT THE BENEFITS YOUR TARGET CUSTOMERS WILL GET WHEN THEY PURCHASE THIS PRODUCT/SERVICE]
* [INSERT PRODUCT/SERVICE OFFER]
  + [INSERT A SHORT DESCRIPTION OF THE PRODUCT/SERVICE]
  + [INSERT THE BENEFITS YOUR TARGET CUSTOMERS WILL GET WHEN THEY PURCHASE THIS PRODUCT/SERVICE]
* [INSERT PRODUCT/SERVICE OFFER]
  + [INSERT A SHORT DESCRIPTION OF THE PRODUCT/SERVICE]
  + [INSERT THE BENEFITS YOUR TARGET CUSTOMERS WILL GET WHEN THEY PURCHASE THIS PRODUCT/SERVICE]

(If you have more than 5 products/services to offer to your target customers, you can opt to provide these information in tabular form)

* 1. **Pricing**

As per the pricing of the products/services listed as aforementioned, this table presents the prices for each product/service when [INSERT YOUR BUSINESS NAME] commences its business operations.

|  |  |
| --- | --- |
| **PRODUCT/SERVICE** | **SELLING PRICE** |
| [INSERT PRODUCT/SERVICE NAME] | [INSERT THE PRICE FOR THIS PRODUCT/SERVICE] |
| [INSERT PRODUCT/SERVICE NAME] | [INSERT THE PRICE FOR THIS PRODUCT/SERVICE] |
| [INSERT PRODUCT/SERVICE NAME] | [INSERT THE PRICE FOR THIS PRODUCT/SERVICE] |
| [INSERT PRODUCT/SERVICE NAME] | [INSERT THE PRICE FOR THIS PRODUCT/SERVICE] |
| [INSERT PRODUCT/SERVICE NAME] | [INSERT THE PRICE FOR THIS PRODUCT/SERVICE] |

(You can add more rows when you have more than 5 products/services to offer to your target customers as listed in the prior section of this business plan)

Presented below is the basis of the management in their decisions as to the prices of its products/services as listed above?

[INSERT YOUR BASIS FOR SETTING THE PRICES FOR YOUR PRODUCTS/SERVICES]

(You can show the prices of your competitors if you made these prices as your basis)

* 1. **Distribution**

For our products/services to reach our customers, we provide this distribution process to be strictly followed by the employees and the staff who will work at [INSERT YOUR BUSINESS NAME].

[INSERT IN COMPLETE DETAIL THE DISTRIBUTION PROCESS YOUR BUSINESS WILL ADAPT TO IN THE COURSE OF YOUR BUSINESS OPERATIONS]

1. **Marketing Plan**

Starting a business like [INSERT YOUR BUSINESS NAME] entails the need for a proper introduction to your target customers in the form promotional activities. In the next section of this plan, we have a number of marketing strategies you can incorporate in order to effectively promote and advertise [INSERT YOUR BUSINESS NAME] in the market.

* [INSERT ADVERTISING/PROMOTION STRATEGY]
  + [INSERT DETAILS ABOUT THIS STRATEGY IN BULLET LIST FORM]
  + [INSERT ADVANTAGES AND DISADVANTAGES OF USING THIS STRATEGY]
  + [INSERT WHEN THIS STRATEGY IS TO BE USED IN THE COURSE OF YOUR BUSINESS OPERATIONS]
* [INSERT ADVERTISING/PROMOTION STRATEGY]
  + [INSERT DETAILS ABOUT THIS STRATEGY IN BULLET LIST FORM]
  + [INSERT ADVANTAGES AND DISADVANTAGES OF USING THIS STRATEGY]
  + [INSERT WHEN THIS STRATEGY IS TO BE USED IN THE COURSE OF YOUR BUSINESS OPERATIONS]
* [INSERT ADVERTISING/PROMOTION STRATEGY]
  + [INSERT DETAILS ABOUT THIS STRATEGY IN BULLET LIST FORM]
  + [INSERT ADVANTAGES AND DISADVANTAGES OF USING THIS STRATEGY]
  + [INSERT WHEN THIS STRATEGY IS TO BE USED IN THE COURSE OF YOUR BUSINESS OPERATIONS]
* [INSERT ADVERTISING/PROMOTION STRATEGY]
  + [INSERT DETAILS ABOUT THIS STRATEGY IN BULLET LIST FORM]
  + [INSERT ADVANTAGES AND DISADVANTAGES OF USING THIS STRATEGY]
  + [INSERT WHEN THIS STRATEGY IS TO BE USED IN THE COURSE OF YOUR BUSINESS OPERATIONS]

1. **Management Plan**

Effective communication within the business team executing the operations of the business is achievable when there is a definite order which is the focus on this management plan for [INSERT YOUR BUSINESS NAME].

* 1. **Organization Structure**

[INSERT YOUR BUSINESS NAME] will have this organization structure as detailed on the following chart.

[INSERT A FLOW CHART OF YOUR MANAGEMENT’S ORGANIZATIONAL STRUCTURE]

* 1. **Management Team**

[INSERT NAME OF OWNER/S] will manage [INSERT YOU’RE BUSINESS NAME] in all its business operations making them having the functions and responsibilities as [INSERT YOUR TOP POSITION IN THE ORGANIZATION STRUCTURE]. Other functions and roles of the employees and staff in the organization are provided on this table for easy understanding.

|  |  |  |
| --- | --- | --- |
| **POSITION/TITLE** | **FUNCTION/ROLE** | **RESPONSIBILITY** |
| [INSERT POSITION/TITLE] | [INSERT THE POSITION’S FUNCTION] | [INSERT IN DETAIL THE RESPONSIBILITY OF THIS POSITION] |
| [INSERT POSITION/TITLE] | [INSERT THE POSITION’S FUNCTION] | [INSERT IN DETAIL THE RESPONSIBILITY OF THIS POSITION] |
| [INSERT POSITION/TITLE] | [INSERT THE POSITION’S FUNCTION] | [INSERT IN DETAIL THE RESPONSIBILITY OF THIS POSITION] |
| [INSERT POSITION/TITLE] | [INSERT THE POSITION’S FUNCTION] | [INSERT IN DETAIL THE RESPONSIBILITY OF THIS POSITION] |

1. **Operating Plan**

The need for an operation plan is essential for starting businesses. The operating plan set for [INSERT YOUR BUSINESS NAME] provided on this business plan is [INSERT SHORT DESCRIPTION OF THIS OPERATION PLAN]. Thus, for [INSERT YOUR BUSINESS NAME] to run smoothly, this operation plan must be implemented.

* 1. **Production and Equipment**

[INSERT YOUR BUSINESS NAME] will provide the products/services to its customers following this production/service process:

[INSERT PRODUCTION PROCESS OF YOUR PRODUCTS/SERVICES]

As per the needs of [INSERT YOUR BUSINESS NAME] in its business operations, these are the equipment needed to ease and to aid in the production process of [INSERT YOUR BUSINESS NAME].

* [INSERT EQUIPMENT 1] - [INSERT USES OF THE EQUIPMENT]
* [INSERT EQUIPMENT 2] - [INSERT USES OF THE EQUIPMENT]
* [INSERT EQUIPMENT 3] - [INSERT USES OF THE EQUIPMENT]
* [INSERT EQUIPMENT 4] - [INSERT USES OF THE EQUIPMENT]
* [INSERT EQUIPMENT 5] - [INSERT USES OF THE EQUIPMENT]

(You can add more on this bullet list if you have more than 5 equipment to be used)

* 1. **Staffing**

This list of the employees and staff provided below are the needed positions to be filled up in the recruitment plan for [INSERT YOUR BUSINESS NAME] as detailed after the list provided.

[INSERT LIST OF THE EMPLOYEES AND STAFF TO BE HIRED FOR THE BUSINESS’S OPERATIONS]

[INSERT YOUR BUSINESS NAME] will follow these procedures of the recruitment plan.

[INSERT THE PROCEDURES YOU WILL FOLLOW WHEN YOU RECRUIT FOR THE VACANT POSITIONS/TITLES]

* 1. **Supplies**

Supplies for the materials needed in the production/service process of the products/services of [INSERT YOUR BUSINESS NAME] are taken from the following list of reliable suppliers:

* [INSERT SUPPLIER 1]
  + [INSERT DETAILS ABOUT THE SUPPLIER]
  + [INSERT THE MATERIAL BEING SUPPLIED]
* [INSERT SUPPLIER 2]
  + [INSERT DETAILS ABOUT THE SUPPLIER]
  + [INSERT THE MATERIAL BEING SUPPLIED]
* [INSERT SUPPLIER 3]
  + [INSERT DETAILS ABOUT THE SUPPLIER]
  + [INSERT THE MATERIAL BEING SUPPLIED]
* [INSERT SUPPLIER 4]
  + [INSERT DETAILS ABOUT THE SUPPLIER]
  + [INSERT THE MATERIAL BEING SUPPLIED]
* [INSERT SUPPLIER 5]
  + [INSERT DETAILS ABOUT THE SUPPLIER]
  + [INSERT THE MATERIAL BEING SUPPLIED]

(If you have more than 5 suppliers, you can present these information in tabular form)

1. **Financial Plan**

To know the expected results of the strategies being elaborated on this business plan, these financial statement projections for [INSERT YOUR BUSINESS NAME] will show how and when your business will achieve break-even and obtain the gains you aim to have for the [INSERT PERIOD]. The following assumptions are to be used as basis for the financial statement projections that follows.

[INSERT KEY FINANCIAL ASSUMPTIONS IN BULLET LIST AND IN CATEGORIZED FORM FOR EASY REFERENCE AND UNDERSTANDING]

* 1. **Income Statement**

[INSERT PROJECTED INCOME STATEMENT IN ITS STANDARD FORM WHICH INCLUDES INFORMATION/ASSUMPTION ON THE REVENUES, EXPENSES, AND NET PROFIT AS BASIS]

* 1. **Cash Flow Statement**

[INSERT PROJECTED CASH FLOW STATEMENT IN ITS STANDARD FORM WHICH INCLUDES INFORMATION/ASSUMPTION ON THE CASH REVENUES, CASH EXPENDITURES, AND CASH RECONCILIATION AS BASIS]

* 1. **Balance Sheet**

[INSERT PROJECTED BALANCE SHEET IN ITS STANDARD FORM WHICH INCLUDES INFORMATION/ASSUMPTION ON THE ASSETS, LIABILITIES, AND OWNER’S EQUITY AS BASIS]

1. **Appendices**

[INSERT/ATTACH THE REFERENCES YOU HAVE USED AS BASIS IN MAKING THIS BUSINESS PLAN AS SUPPLEMENTARY DOCUMENTS ON THIS SECTION OF THE BUSINESS PLAN]