

# [Business name] business plan

Drafted on [date]

## Mission statement

This is your opportunity to craft a top-level statement about the purpose and intention of your business. It will include practical details about the kinds of products and services you plan to provide but, more importantly, it will contain the core values and the guiding principles that your business will be organized around.

Your statement should answer the following questions:

1. What does your business **provide to its customers**?
2. How does your business **differentiate itself** from its competitors?
3. What's the **market** for your business, and who are your **ideal customers**?
4. What are your **short-term objectives**?
5. What are your long-term **goals**?
6. What are the **core values** that shape your business and its culture and that will help define its future? Beyond generating profit, what are the **central pillars** that shape, drive and support your endeavor?

Your mission statement can be as static or fluid as you want. You can focus on defining it as clearly and concretely as possible now and use it to help build the rest of your plan, or you can create a rough outline and come back and refine it as the other parts of your plan take shape. As your business grows and evolves, you may find yourself returning to this document to change and reconsider your mission or your trajectory as a whole.

## Your products/services

Use this section to define the products and services your business will sell. It may be useful to separate this subheading into multiple sections by product type or into products and services if your company offers both.

Additionally, consider a section dedicated to products you currently sell or will sell at launch and another section for products or services you hope to expand to offer. A plan should serve as a recipe for future success, with room to accommodate expansion.

## Your target market and customers

Use this section to address the market your business is intended to serve as well as who will benefit most from your offerings. Who is your business intended to appeal to, and why would they select your business instead of your competition?

Defining your ideal customer and the market you hope to service can be an essential step in shaping your products. With an end consumer in mind, your business is better situated to envision and create the solution to the need or problem your business was created to address.

This is also an opportunity to start to define how narrow or broad your target market is. Are your products and services aimed at a narrow or specialist niche? Or are you hoping to appeal to as broad a target audience as possible? Answering these questions now can help you build an effective strategy for the future.

## Market research

This section is a natural addendum to the previous one. This is an opportunity to expound on research that you've already conducted or to plan future research aimed at maximizing your reach and your ability to get your product in front of the right customers.

Broadly, market research is divided into two categories:

- **Primary** research is first-hand information you or your employees have compiled. These include things like survey results, interviews with leaders in your industry or with potential customers or in-person analysis of competitors. Primary research is often concerned with local conditions or trends.
- **Secondary** research is data and report-driven. This can include anything from demographic and census data to trend analysis in trade and business periodicals. Secondary research is often more focused on global factors or tendencies.

Use this section to help define what market data will be most integral to your business and define how you plan to gather that data and implement key findings drawn from it.

## Advertising and marketing

With a clear idea of who your target customers are and armed with critical data about your target market, outline how you plan to get your product in front of the relevant audience. Build a bulleted list of advertising and marketing channels, including outlets like:

- Social media platforms, like Facebook, Instagram or TikTok.
- Online ad platforms like Google AdSense, AdMob or AdColony.
- Email marketing campaigns.
- Television.
- Radio.
- Billboards.
- Direct mailings.
- Flyering.

## Sales platforms

Use this section to lay out the channels through which you'll sell your products or services. Build a bulleted list of locations or platforms. These can include:

- **Physical locations:** Storefronts where you'll sell directly to consumers.
- **Other physical points of sale:** Any additional points of sale where your products will be available, including pop-ups, kiosks or events.

- **Third-party points of sale:** Any physical stores not wholly owned by your company where your products or services will be available.
- **E-commerce:** Any digital storefront where you plan to sell, whether on your own independent website or through other digital retailers like Amazon.
- **Phone or mail sales:** Sales conducted by representatives over the phone or by direct mailings.

## Logistics

This section allows you to elaborate on the nuts and bolts logistics of your company and should focus on the following considerations, where appropriate:

- **Hierarchy:** An organizational chart (or “org chart”) of your company’s leadership and key roles.
- **Inventory:** Any physical inventory, how it will be sourced and where it will be stored.
- **Shipping:** How products will be shipped, or services will be delivered, be they physical or digital, including any third parties involved in the shipping process and your relationship and contracts with them.
- **Personnel and human resources:** All of the resources committed to hiring, accounting, accounts payable, employee training and other HR concerns.
- **Permits and certifications:** Any necessary permits, continuing education and certification processes critical to conducting your business’s day-to-day operations.

## Revenue forecast

Finally, build a forecast for your expenses and revenue using the sample tables below. Edit these to fit the specifics of your business’s revenue and expenses.

Include any additional, relevant data, like earning reports and expert analysis, but don’t stuff this with extraneous charts and graphs. A lean, condensed and legible forecast is more convincing than pages of meaningless fluff.

### SIX-MONTH PROJECTED REVENUE

	January	February	March	April	May	June
<b>Sales</b>						
<b>Additional revenue</b>						
<b>TOTAL</b>						

### SIX-MONTH PROJECTED EXPENSES

	January	February	March	April	May	June

<b>Salaries</b>						
<b>Inventory</b>						
<b>Marketing</b>						
<b>Rent</b>						
<b>Utilities</b>						
<b>Insurance</b>						
<b>Processing fees</b>						
<b>Hosting/web site fees</b>						
<b>Maintenance</b>						
<b>Office supplies</b>						
<b>Bank fees</b>						
<b>Other</b>						
<b>TOTAL</b>						