Business Plan

**NAME OF BUSINESS**

Street Address  
City, ST 87654

|  |  |
| --- | --- |
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# **Executive Summary**

## The Quick Pitch

[In one sentence... what does our company do?]

[**Tip:** Being able to describe what your business does in just once sentence will be a huge asset to you as you talk about it with others. Work on refining your quick pitch again after completing your business plan.]

## The Problem

[What problem are you solving for the consumer?]

[How big is the problem?]

[Are there currently any solutions out there?]

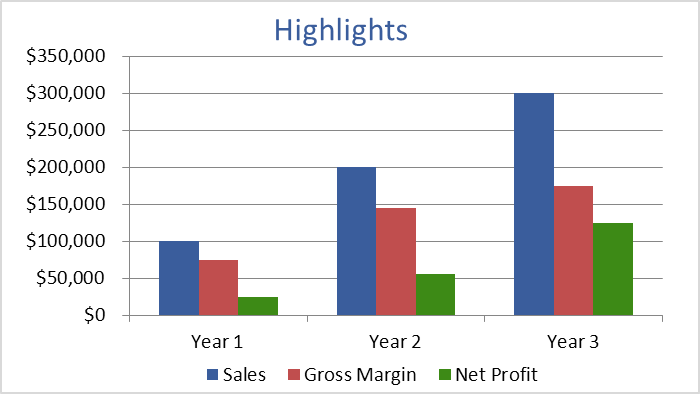
## The Solution

[How does your business solve the problem?]

[Is it a simple solution or a complex solution?]  
[**Tip:** If it is complex, how can you make it simple, or describe it more simply?]

## Highlights

[Type content here]



[Optional caption for graph]

## Keys to Success

[What are the main steps you'll need to take to be successful (3-6 steps)?]

# **Our Team & Organization**

## Vision Statement

[This vision statement should be related to your team and organization]

## Mission Statement

[This mission statement should be related to your team and organization]

## Management & Team

[Who is working on this with you?]

[What are your backgrounds?]

[What industry experience do they have?]

[What makes your team qualified to make your business a success?]

[Who do you need to hire?]

|  |  |
| --- | --- |
| Professional and Advisory Support |  |
| Board of Directors | [names] |
| Management Advisory Board |  |
| Attorney |  |
| Accountant |  |
| Insurance Agent |  |
| Banker |  |
| Consultant(s) |  |
| Mentors and Key Advisors |  |

## Company Goals and Objectives

[Type content here]

# **Products & Services**

[Type content here]

# **Market Analysis**

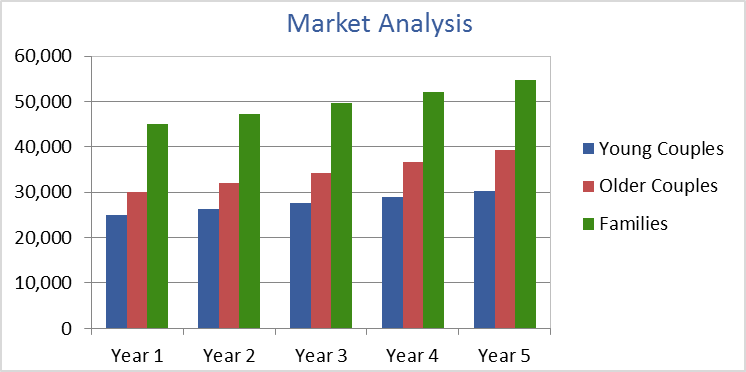
## Market Summary

[How big is the market for your business & how much demand is there?]

## Customers

[Describe your target audience.]

[How much will your target audience pay for your product/service?]



[Optional caption]

## Competition

[How much competition is out there?]

[Who are your competitors and what are their strengths and weaknesses?]

[How is your business and solution better than theirs?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| FACTOR | Me | Strength | Weakness | Competitor A | Competitor B | Importance to Customer |
|  |  |  |  |  |  |  |
| Products |  |  |  |  |  |  |
| Price |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |
| Selection |  |  |  |  |  |  |
| Service |  |  |  |  |  |  |
| Reliability |  |  |  |  |  |  |
| Stability |  |  |  |  |  |  |
| Expertise |  |  |  |  |  |  |
| Reputation |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |
| Sales Method |  |  |  |  |  |  |
| Credit Policies |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |
| Image |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

# **Strategy & Implementation**

## Customer Acquisition

[How will you gain customers?]

[How much money will it take to gain them?]

[What will your Customer Lifetime Value be?]

## Pricing Strategy and Revenue Model

[What will your pricing strategy be?]

[What is your revenue model?]

# **Financial Plan & Projections**

## Start-up Expenses & Funding

[Briefly summarize the start-up expenses and sources for funding and explain any anomalies shown in the tables. Customize the expense and funding tables in the business plan companion spreadsheet then copy and paste them below.]

|  |  |  |
| --- | --- | --- |
| **Start-up Expenses** | |  |
| *Fixed Costs* | |  |
|  | Legal and Permits | $5,000 |
|  | Stationery and Supplies | $3,000 |
|  | Insurance | $10,000 |
|  | Rent | $2,000 |
|  | Office Equipment | $5,000 |
|  | Website Development | $5,000 |
|  | Print Advertisements | $10,000 |
|  | Brochures | $5,000 |
|  | **Total Fixed Costs** | **$45,000** |
| *Average Monthly Costs* | |  |
|  | Rent | $2,000 |
|  | Utilities | $5,000 |
|  | Salaries / Wages | $5,000 |
|  | Total Average Monthly Costs | $12,000 |
|  | x Number of Months: | $6 |
|  | **Total Monthly Costs** | **$72,000** |
| **Total Startup Expenses** | | **$117,000** |

|  |  |  |
| --- | --- | --- |
| **Start-up Assets** | |  |
| *Owner Funding* | |  |
|  | Owner 1 Cash | $50,000 |
|  | Owner 2 Cash | $50,000 |
|  | Other |  |
|  | **Total Owner Funding** | **$100,000** |
| *Loans* | |  |
|  | Bank Loan 1 | $0 |
|  | Bank Loan 2 | $0 |
|  | Other |  |
|  | **Total Loans** | **$0** |
| *Other* | |  |
|  | Grant 1 | $0 |
|  | Grant 2 | $0 |
|  | Other |  |
|  | **Total Other Funding** | **$0** |
| **Total Start-up Assets** | | **$100,000** |

## Profit and Loss Projection

[See the profit and loss worksheet in the companion Excel workbook]

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| INCOME | 2012 | % of OI |  | 2013 | % of OI |  | 2014 | % of OI |
| **Operating Income** |  |  |  |  |  |  |  |  |
| Category 1 |  | - |  |  | - |  |  | - |
| Category 2 |  | - |  |  | - |  |  | - |
| Category 3 |  | - |  |  | - |  |  | - |
| Category 4 |  | - |  |  | - |  |  | - |
| **Total Operating Income (OI)** | **$0** | - |  | **$0** | - |  | **$0** | - |
| **Non-Operating Income** |  |  |  |  |  |  |  |  |
| Interest Income |  |  |  |  |  |  |  |  |
| Rental Income |  |  |  |  |  |  |  |  |
| Gifts Received |  |  |  |  |  |  |  |  |
| Donations |  |  |  |  |  |  |  |  |
| **Total Non-Operating Income** | **$0** |  |  | **$0** |  |  | **$0** |  |
| **Total INCOME** | **$0** | - |  | **$0** | - |  | **$0** | - |
| EXPENSES |  |  |  |  |  |  |  |  |
| **Operating Expenses** |  |  |  |  |  |  |  |  |
| Accounting and Legal |  | - |  |  | - |  |  | - |
| Advertising |  | - |  |  | - |  |  | - |
| Depreciation |  | - |  |  | - |  |  | - |
| Dues and Subscriptions |  | - |  |  | - |  |  | - |
| Insurance |  | - |  |  | - |  |  | - |
| Interest Expense |  | - |  |  | - |  |  | - |
| Maintenance and Repairs |  | - |  |  | - |  |  | - |
| Office Supplies |  | - |  |  | - |  |  | - |
| Payroll Expenses |  | - |  |  | - |  |  | - |
| Postage |  | - |  |  | - |  |  | - |
| Rent |  | - |  |  | - |  |  | - |
| Research and Development |  | - |  |  | - |  |  | - |
| Salaries and Wages |  | - |  |  | - |  |  | - |
| Taxes and Licenses |  | - |  |  | - |  |  | - |
| Telephone |  | - |  |  | - |  |  | - |
| Travel |  | - |  |  | - |  |  | - |
| Utilities |  | - |  |  | - |  |  | - |
| Web Hosting and Domains |  | - |  |  | - |  |  | - |
| **Total Operating Expenses** | **$0** | - |  | **$0** | - |  | **$0** | - |
| **Non-Recurring Expenses** |  |  |  |  |  |  |  |  |
| Furniture, Equipment & Software |  | - |  |  | - |  |  | - |
| Gifts Given |  | - |  |  | - |  |  | - |
| **Total Non-Recurring Expenses** | **$0** | - |  | **$0** | - |  | **$0** | - |
| **Total EXPENSES** | **$0** | - |  | **$0** | - |  | **$0** | - |
| Net Income Before Taxes | $0 |  |  | $0 |  |  | $0 |  |
| Income Tax Expense |  |  |  |  |  |  |  |  |
| **NET INCOME** | **$0** |  |  | **$0** |  |  | **$0** |  |
| Owner Distributions / Dividends |  |  |  |  |  |  |  |  |
| Adjustment to Retained Earnings | $0 |  |  | $0 |  |  | $0 |  |

## Balance Sheet

[See the balance sheet worksheet in the companion Excel workbook]

|  |  |  |
| --- | --- | --- |
| Assets | 2017 | 2016 |
| ***Current Assets*** |  |  |
| Cash | $11,874 |  |
| Accounts receivable |  |  |
| Inventory |  |  |
| Prepaid expenses |  |  |
| Short-term investments |  |  |
| *Total current assets* | $11,874 | $0 |
| ***Fixed (Long-Term) Assets*** |  |  |
| Long-term investments | $1,208 |  |
| Property, plant, and equipment | $15,340 |  |
| (Less accumulated depreciation) | -$2,200 |  |
| Intangible assets |  |  |
| *Total fixed assets* | $14,348 | $0 |
| ***Other Assets*** |  |  |
| Deferred income tax |  |  |
| Other |  |  |
| *Total Other Assets* | $0 | $0 |
| **Total Assets** | **$26,222** | **$0** |
|  |  |  |
| Liabilities and Owner's Equity |  |  |
| ***Current Liabilities*** |  |  |
| Accounts payable | $8,060 |  |
| Short-term loans |  |  |
| Income taxes payable | $3,145 |  |
| Accrued salaries and wages |  |  |
| Unearned revenue |  |  |
| Current portion of long-term debt |  |  |
| *Total current liabilities* | $11,205 | $0 |
| ***Long-Term Liabilities*** |  |  |
| Long-term debt | $3,450 |  |
| Deferred income tax |  |  |
| *Total long-term liabilities* | $3,450 | $0 |
| ***Owner's Equity*** |  |  |
| Owner's investment | $7,178 |  |
| Retained earnings | $4,389 |  |
| *Total owner's equity* | $11,567 | $0 |
| **Total Liabilities and Owner's Equity** | **$26,222** | **$0** |
|  |  | {42} |
| Common Financial Ratios |  |  |
| **Debt Ratio** (Total Liabilities / Total Assets) | 0.56 |  |
| **Current Ratio** (Current Assets / Current Liabilities) | 1.06 |  |
| **Working Capital** (Current Assets - Current Liabilities) | 669 | - |
| **Assets-to-Equity Ratio** (Total Assets / Owner's Equity) | 2.27 |  |
| **Debt-to-Equity Ratio** (Total Liabilities / Owner's Equity) | 1.27 |  |

## 3-Year Cash Flow

[See the cash flow worksheet in the companion Excel workbook]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CASH BALANCE** | | **2015** | **2016** | **2017** |
|  | Date Ending | 9/3/2015 | 9/3/2016 | 9/3/2017 |
|  | Cash at Beginning of Period | $5,000 | $5,000 | $5,000 |
|  | Cash at End of Period | $5,000 | $5,000 | $5,000 |
|  |  |  |  |  |
| **CASH INFLOWS** | | **2015** | **2016** | **2017** |
| *Cash from Operations* | |  |  |  |
|  | Receipts from Customers |  |  |  |
|  | Gross Rents |  |  |  |
|  | **Total Cash from Operations** | **$0** | **$0** | **$0** |
| *Cash from Financing* | |  |  |  |
|  | Issuance of Stock |  |  |  |
|  | Borrowing |  |  |  |
|  | **Total Cash from Financing** | **$0** | **$0** | **$0** |
| *Cash from Investing* | |  |  |  |
|  | Sale of Property and Equipment |  |  |  |
|  | Collection of Principal on Loans |  |  |  |
|  | Sale of Investment Securities |  |  |  |
|  | **Total Cash from Investing** | **$0** | **$0** | **$0** |
| **Total Cash Inflows** | | **$0** | **$0** | **$0** |
|  |  |  |  |  |
| **CASH OUTFLOWS** | | **2015** | **2016** | **2017** |
| *Operations* | |  |  |  |
|  | Wages |  |  |  |
|  | Inventory Purchases |  |  |  |
|  | General Operating Expenses |  |  |  |
|  | Interest |  |  |  |
|  | Income Taxes |  |  |  |
|  | **Totoal Outflows from Operations** | **$0** | **$0** | **$0** |
| *Financing* | |  |  |  |
|  | Repayment of Loans |  |  |  |
|  | Repurchase of Stocks |  |  |  |
|  | Dividends Paid |  |  |  |
|  | **Total Outflows from Financing** | **$0** | **$0** | **$0** |
| *Investing* | |  |  |  |
|  | Purchase of Property and Equipment |  |  |  |
|  | Making Loans to Other Entities |  |  |  |
|  | Purchase of Investment Securities |  |  |  |
|  | **Total Outflows from Investing** | **$0** | **$0** | **$0** |
| **Total Cash Outflows** | | **$0** | **$0** | **$0** |
|  |  |  |  |  |
| **NET CASH FLOW** | | **$0** | **$0** | **$0** |

## Business Budget

[See the business budget worksheet in the companion Excel workbook]

|  |  |  |  |
| --- | --- | --- | --- |
| INCOME | Actual | Budget | Difference |
| **Operating Income** |  |  |  |
| Category 1 |  |  | $0 |
| Category 2 |  |  | $0 |
| Category 3 |  |  | $0 |
| Category 4 |  |  | $0 |
| **Total Operating Income** | **$0** | **$0** | **$0** |
| **Non-Operating Income** |  |  |  |
| Interest Income |  |  | $0 |
| Rental Income |  |  | $0 |
| Gifts Received |  |  | $0 |
| Donations |  |  | $0 |
| **Total Non-Operating Income** | **$0** | **$0** | **$0** |
| **Total INCOME** | **$0** | **$0** | **$0** |
| EXPENSES |  |  |  |
| **Operating Expenses** |  |  |  |
| Accounting and Legal |  |  | $0 |
| Advertising |  |  | $0 |
| Depreciation |  |  | $0 |
| Dues and Subscriptions |  |  | $0 |
| Insurance |  |  | $0 |
| Interest Expense |  |  | $0 |
| Maintenance and Repairs |  |  | $0 |
| Office Supplies |  |  | $0 |
| Payroll Expenses |  |  | $0 |
| Postage |  |  | $0 |
| Rent |  |  | $0 |
| Research and Development |  |  | $0 |
| Salaries and Wages |  |  | $0 |
| Taxes and Licenses |  |  | $0 |
| Telephone |  |  | $0 |
| Travel |  |  | $0 |
| Utilities |  |  | $0 |
| Web Hosting and Domains |  |  | $0 |
| **Total Operating Expenses** | **$0** | **$0** | **$0** |
| **Non-Recurring Expenses** |  |  |  |
| Furniture, Equipment and Software |  |  | $0 |
| Gifts Given |  |  | $0 |
| **Total Non-Recurring Expenses** | **$0** | **$0** | **$0** |
| **Total EXPENSES** | **$0** | **$0** | **$0** |
| Net Income Before Taxes | $0 | $0 | $0 |
| Income Tax Expense |  |  | $0 |
| **NET INCOME** | **$0** | **$0** | **$0** |