

[Your Company Name Here]

Your Tagline

Business Plan

Prepared [Date]

Contact Information

Owner Name

Email address

Contact no

Website address

Company address

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Executive Summary

Problem Summary: Explain very briefly why your business needs to exist. What problem will you solve for your customers?

Solution Summary: Describe shortly how your company works to provide reliable services to its clients.

Target Market: Tell about your key customers or industry segments.

Competition: Summarize your key competition. Companies who offer the same products or services like you and are popular to your potential customers.

Why Your Company: Write a brief introduction of you & your team and highlight those factors that make your company stand out from other competitors.

Financial Forecast: Set your financial target that you want to achieve in a period of time. Such as- How much do you want to sell next year? What will be your long term sales goals?

Financial Highlight by Years: Include a chart or graph of your key financial metrics here.

Financing Required: If you're writing a business plan for getting money from sponsors then include a brief explanation of what you're looking for. If you're not raising funds or getting a loan, you can eliminate this section.

Marketing Plan: Describe how you will introduce your brand to the world. Will you use paid advertising? What will be your offline marketing strategy? Do you leverage any social influencer marketing? Etc.

Milestones: Set your key milestones and the dates you intend to accomplish them by.

Company Summary

Overview: In this section specify the owners name of the company. If there are multiple owners, describe their responsibilities individually and how much of an ownership stake they have. Also, describe your business legal structure.

Team members: List the members' names and their roles in the business with personal details.

Advisors: Describe any mentors, investors, former professors, industry or subject matter experts, knowledgeable family members & friends, business counselors, or others who can help you as a business owner.

Competitors Analysis

Market size & segments: Categorize your potential customers into several groups and include their details. If possible describe how many people are in each group and how large the total market is!

Current Alternatives: Showcase those companies providing the same products and services like you're doing or intend to do. And your customers are using them instead of yours.

Your Speciality: Describe why your products and services are better than others. Also explain if you have any competitive advantages to rule the industry like a patent or any other unique elements to your business

Products and Services

Products or Services Description: Describe your product or service, and how does it work? How does it benefit customers? How do you make it or how will you get it made?

Accreditations/Intellectual Property: Have you had the product tested or certified? Gotten approvals from industry experts? Did you trademark, copyright, or patent your product? These can add substance and credibility, so be sure to mention them.

Lifecycle: Where are you currently with this product or service? Is it in the idea stage or do you have a prototype? Have you produced some and are looking to expand? Have you started offering this service already or are you still in the planning stages?

Pricing: How much will you charge for the products or services you're offering? Where does this fit in with what's currently available?

Photos or Brochures: It's beneficial to include a visual representation of your offering. Photos or brochures would generally get put in the plan's appendix, but you would refer to them in this section.

Logistics & Operations plan

Locations & Facilities: Include your company's physical location (if you have). Include your office details, manufacturing plants, storage facility- anything related to your business. Explain how much space do you have available now and how it will fit well with your current & future needs. If it's an online business provide your website address and domain history.

Technology: Describe any important software, hardware or any technical kit that you're using or planning to employ later to operate your business.

Equipments & Tools: List down the special equipment names you will need to execute your business plan successfully.

Sales and Distribution Strategy: How will you sell it? Will you market it online or in retail

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stores? Have you lined up any vendors? How will you distribute it or deliver the service you're providing?

Complete Your Order: How will you fill orders or deliver the service? Will you manufacture items yourself or outsource to someone else? Who will handle distribution, and how?

Expansion Your Business: Do you envision future products or services as an extension of the business once it's successfully launched?

Marketing Plan

Marketing Plan: Explain how you're going to get your customers to buy your products or services. Also include your Unique Selling Proposition (USP) Pricing strategy.

Sales Plan: Discuss your strategy to set out sales targets and tactics for your business, and show the steps you will take to meet your targets.

Disaster Plan

Explain your strategy to recover from a natural disaster, economic recession, unplanned incidents and others. You have to have a backup plan to ensure the existence of your business in the long run.

Financial Plan

Key Assumption: Elaborate how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people may visit your shop & what percentage of them might convert, or some other tactics? What sort of growth are you expecting? What are your key hires and notable expenses? What level of profit do you pretend to acquire?

Revenue by Month: Include a chart that demonstrates your monthly projected revenue.

Expenses by Month: Include a chart that demonstrates your monthly projected expenses.

Net Profit (or Loss) by Year: Insert a chart showing your estimated profit graph.

Projected Profit & Loss

Provide a summary of your financial forecast here.

	FY2020	FY2021	FY2022
Revenue			
Direct Costs			
Gross Margin			
Gross Margin %			
Operating Expenses			
Salary			
Employee Related Expenses			
Total Operating Expenses			
Operating Income			
Interest Incurred			
Depreciation and Amortization			
Income Taxes			
Total Expenses			
Net Profit			
Net Profit / Sales			

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Projected Balance Sheet

Include your balance sheet here.

	FY2020	FY2021	FY2022
Cash			
Accounts Receivable			
Inventory			
Other Current Assets			
Total Current Assets			
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets			
Account Payable			
Income Taxes Payable			
Sales-Term Payable			
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities			
Long-Term Debt			
Total Liabilities			
Paid Capital			
Retained Earnings			
Earnings			
Total Owner's Equity			
Total Liabilities & Equity			

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Projected Cash Flow Statement

Include your cash flow statement here.

	FY2020	FY2021	FY2022
Net Cash Flow from Operations			
Net Profit			
Depreciation and Amortization			
Change in Accounts Receivable			
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable			
Change in Sales Tax Payable			
Change in Prepaid Revenue			
Net Cash Flow from Operations			
Investing & Financing			
Assets Purchased or Sold			
Investment Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period			
Net Change in Cash			
Cash at End of Period			

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APPENDIX

Profit and Loss Statement (with Monthly Details)

FY2020	Mar'20	Apr'20	May'20	Jun'20	Jul'20	Aug'20	Sep'20	Oct'20	Nov'20	Dec'20	Jan'21	Feb'21
Revenue												
Direct Costs												
Gross Margin												
Gross Margin %												
Operating Expenses												
Salary												
Employee Related Expenses												
Total Operating Expenses												
Operating Income												
Interest Incurred												
Depreciation and Amortization												
Income Taxes												
Total Expenses												
Net Profit												
Net Profit / Sales												

Profit and Loss Statement (Annual Details)

	FY2020	FY2021	FY2022
Revenue			
Direct Costs			
Gross Margin			
Gross Margin %			
Operating Expenses			
• Salary			
• Employee Related Expenses			
Total Operating Expenses			
Operating Income			

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Interest Incurred			
Depreciation and Amortization			
Income Taxes			
Total Expenses			
Net Profit			
Net Profit / Sales			

Balance Sheet (with Monthly Details)

FY2018	Mar'20	Apr'20	May'20	Jun'20	Jul'20	Aug'20	Sep'20	Oct'20	Nov'20	Dec'20	Jan'21	Feb'21
Cash												
Accounts Receivable												
Inventory												
Other Current Assets												
Total Current Assets												
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets												
Account Payable												
Income Taxes Payable												
Sales-Term Payable												
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities												
Long-Term Debt												
Total Liabilities												
Paid Capital												
Retained Earnings												
Earnings												
Total Owner's Equity												
Total Liabilities & Equity												

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Balance Sheet (Annual Details)

	FY2020	FY2021	FY2022
Cash			
Accounts Receivable			
Inventory			
Other Current Assets			
Total Current Assets			
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets			
Account Payable			
Income Taxes Payable			
Sales-Term Payable			
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities			
Long-Term Debt			
Total Liabilities			
Paid Capital			
Retained Earnings			
Earnings			
Total Owner's Equity			
Total Liabilities & Equity			

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Cash Flow Statement (with Monthly Details)

FY2020	Mar'20	Apr'20	May'20	Jun'20	Jul'20	Aug'20	Sep'20	Oct'20	Nov'20	Dec'20	Jan'20	Feb'20
Net Cash Flow from Operations												
Net Profit												
Depreciation and Amortization												
Change in Accounts Receivable												
Change in Inventory												
Change in Accounts Payable												
Change in Income Tax Payable												
Change in Sales Tax Payable												
Change in Prepaid Revenue												
Net Cash Flow from Operations												
Investing & Financing												
Assets Purchased or Sold												
Investment Received												
Change in Long-Term Debt												
Change in Short-Term Debt												
Dividends & Distributions												
Net Cash Flow from Investing & Financing												
Cash at Beginning of Period												
Net Change in Cash												
Cash at End of Period												

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Cash Flow Statement (Annual Details)

	FY2020	FY2021	FY2022
Net Cash Flow from Operations			
Net Profit			
Depreciation and Amortization			
Change in Accounts Receivable			
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable			
Change in Sales Tax Payable			
Change in Prepaid Revenue			
Net Cash Flow from Operations			
Investing & Financing			
Assets Purchased or Sold			
Investment Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period			
Net Change in Cash			
Cash at End of Period			

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