Name of Company Business Plan

Firstname I. Lastname

Your Title

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# Executive Summary

*Suggested length of 1–2 pages*

A1. Company Identification: Identify the company’s name and location.

A2. Mission of the Company: Describe the mission of the company.

A3. Business Goals: Discuss **two** business goals in support of the company’s mission.

A4. Keys to Success: Discuss **three** keys to success for the company.

# Company Summary

*Suggested length of 4–6 pages*

B1. Industry History: Describe the history of the industry in which the company will operate.

B2. Legal Form of Ownership: Identify the legal form that the company will take.

B3. Location and Facilities: Describe the location and type of facilities needed for the company.

B4. Management Structure: Describe the management structure, including key positions and specific responsibilities.

B5. Products and Services: Describe the products and services offered by the company.

# Market Analysis

*Suggested length of 3–5 pages*

C1. Target Market: Describe the target market for the company’s products and services, including the specific location, demographics, etc.

C2. Industry Analysis: Complete an industry analysis for the company, including current trends and statistics.

C3. SWOT Analysis:Complete a four-square SWOT analysis for the company in which you do the following:

a. Identify **three** strengths, **three** weaknesses, **three** opportunities, and **three** threats.

b. Explain *each* of the identified strengths, weaknesses, opportunities, and threats.

|  |  |
| --- | --- |
| **S (Strengths)**  1.  2.  3. | **W (Weaknesses)**  1.  2.  3. |
| **O (Opportunities)**  1.  2.  3. | **T (Threats)**  1.  2.  3. |

# D. Market Strategy

*Suggested length of 3–6 pages*

D1. 4Ps: Discuss each of the four Ps of marketing as they relate to the company’s products and services.

D2. Price List: Develop a price list for the company’s products and services.

D3. Promotional Strategy: Develop a promotional strategy including specific tasks, target dates, and responsible parties.

D4. Sales Forecast: Develop a monthly sales forecast for the first year of operations, including a discussion of expected market conditions.

*Note: The sales forecast will be used as the basis for your revenue in your financial statements.*

# E. Implementation Strategy

*Suggested length of 1–2 pages*

E1. Overall Strategy: Summarize the overall strategy that will be utilized to launch your business, including target dates and goals for implementation.

E2. Monitoring Plan: Develop a post-launch monitoring plan (e.g., financial impact, quality control, customer satisfaction, monitoring schedule) to evaluate the success of the company in meeting milestones.

# **F. Financial Statements and Projections**

*Note: Develop projected financial statements for the first year of business. You are required to use the Business Plan Financials Template. The only information entered in section F of this report should be “See attached spreadsheets”.*

F1. Forecasted Profit and Loss Statement: Develop a month-by-month forecasted profit and loss statement using an estimate of revenues and operating costs based on the sales forecast.

F2. Forecasted Balance Sheet: Develop a forecasted balance sheet for the end of year one.

# **G. Financial Report**

*Suggested length of 1–2 pages*

G1. Financial Projections: Summarize the financial projections and the assumptions used in estimating the financial statements.

G2. Financial Position: Describe the company’s financial position at the end of the first year.

G3. Estimated Capital/Investment Needs: Describe the company’s initial and future estimated capital/investment needs.

# H. References