BUSINESS PLAN

[Business Name and Logo]

[Physical Address]

[Phone Number]

[Website]

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**Executive Summary**

*This is a place to summarize everything that has been mentioned in your business plan. The reader should be able to have a clear snapshot of your mission, products and services, leadership team, and outlook for success.*

*Here are a few subheadings that you may want to include:*

**Mission Statement**

**Service/Product Overview**

**Competitive Advantage**

**Leadership Team**

**Financial Outlook**

**Organization Overview**

*This is the section where you can discuss a bit more about your organization in detail. Include information about your organization’s purpose, the industry that you are working in, and the products/services that you offer. You should also clarify your organization’s legal structure.*

*Here are a few subheadings that you may want to include:*

**Company Philosophy and Vision**

**Industry**

**Products & Services**

**Legal Structure**

**Market Analysis**

*This section is intended to give insight into your marketing strategy. Include information about any market research that you have conducted, potential barriers to success, and the key competitors in your market.*

*Here are a few subheadings that you may want to include:*

**Market Research**

**Barriers to Entry**

**SWOT Analysis**

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

**Key Competitors**

**Positioning/Niche**

**Target Market**

**Client/Customer Profiles**

**Sales and Marketing Plan**

*Use this section to address the specific sales and marketing tactics that you plan to use to generate revenue for your business.*

*Here are a few subheadings that you may want to include:*

**Pricing Strategy**

**Sales Process**

**Branding**

**Advertising Approach**

**Promotional Budget**

**Ownership & Management**

*Use this section to establish the ownership structure of your organization. You may want to share information about the background, experience, and qualifications of your top leadership.*

*Here are a few subheadings that you may want to include:*

**Ownership Structure**

**Top Leadership**

**Operations & Logistics**

*Use this section for outlining information regarding your operations and logistics. Make sure to include the address(s) of any existing or potential office locations, and share any plans for staffing requirements, product/service delivery, and equipment/supply storage.*

*Here are a few subheadings that you may want to include:*

**Location/Proposed Locations**

**Distribution Channels**

**Staffing**

**Equipment & Supplies**

**Financials**

*If you have any financial documents prepared, make sure to include them in this section.*

*Here are a few subheadings that you may want to include:*

**Financial Plan**

**Income Statements**

**Balance Sheet**

**Cash Flow Projections**

**Sales Forecasts**

**Breakeven Analysis**

**Social Responsibility**

*Use this section to include insights into any policies or plans regarding sustainability and/or social responsibility.*

*Here are a few subheadings that you may want to include:*

**Charitable Giving**

**Environmental Impact Report**

**Ethical Sourcing**