

Business Plan

for

Company Name

Owners

Company Name

Street Address

City, State Zip Code

Phone Number

Fax Number

Web Address

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Company Description

Mission Statement

Development & Status

Future Plans

Industry Analysis

The Industry Today

Future Trends & Strategic Opportunities

Products & Related Services

Products

Services

Future Opportunities

The Target Market

Market Location & Customers

The customer base will come from these main segments:

- **Segment 1 -**
- **Segment 2 -**

Our concept and product image will attract these different customer profiles:

- **Customer Profile 1 -**
- **Customer Profile 2 -**

Market Trends & the Future

The Competition

Competitor's Profile

Competing with us for the target market are these types of businesses:

- **Business Type 1**
- **Business Type 2**
- **Business Type 3**

Competitive Strategy

There are three major ways in which we will create an advantage over our competitors:

- **Advantage 1**

- Advantage 2
- Advantage 3

Marketing Plan & Sales Strategy

Market Penetration

Marketing Strategy

A mix of marketing vehicles will be created to convey our presence, our image, and our message.

- **Print media** - local newspapers and magazines
- **Broadcast media** - local programming and special interest shows
- **Direct mail** - subscriber lists
- **Misc.** - yellow pages, charity events
- **Website** – companyname.com will offer special coupons and online ordering

The marketing effort will be split into 3 phases:

- 1) **Opening** --
- 2) **Ongoing** --
- 3) **Point of sale** --

Future plans and Strategic Opportunities

Operations

Facilities & Offices

Hours of Operation

Employee Training & Education

Systems & Controls

Management & Organization

Key Employees & Principals

Compensation & Incentives

Board of Directors

Consultants & Professional Support Resources

Management to be Added

Management Structure & Style

Ownership

Long-Term Development & Exit Plan

Goals

Strategies

Milestones

Risk Evaluation

Exit Plan

Financial Data & Projections

Appendices

- Resumes and personal financial statements
- Lease
- Marketing materials
- Press clippings
- Budgets & schedules
- Floor plan, artist rendering
- Contracts
- Market research study
- Financial statement projection