

Title Page

Your title page is where you showcase high-level information about your business. Include your company name, logo, address, and founder information.

Executive Summary

The executive summary section is where you spend time crafting your business's story. Feel free to include items such as: description of the company history, purpose of the plan, goals of the business, description of the products and services, customers, team, etc.

In this section, you can also include information on yourself and any key people involved with the business and how you plan to structure your business.

Notes:

Include items such as: Description of the company history, purpose of the plan, business goals, description of the products and services, customers, team, etc. Also include where you would like to physically locate your business.



Company Description

How is your company going to be organized?

Provide an overview of your company. Who are the key people involved? How do you plan to structure your business as an entity?

Notes:

What is your mission statement?

Every company needs a clear mission statement to drive success over time. Think about your future employees. What do you want them to think about the company they work for and what core values do you want them to work for?

Target Audience

Notes:

Who?

Who is your target audience?

Why?

What?

Products and Services Line

Your product and service line is a description of all of the products, product options, and services your business plans to sell.

Notes:

Describe your product or service line in detail.

Who is your target audience?

Describe your pricing model.

What will you charge and how will you get paid?

What are your product's competitive advantages over your competitors?

Marketing and Sales

When it comes to planning a business, figuring out how you're going to market and sell your products and services is essential.

Notes:

Provide an overview of your marketing plan.

What is your plan for growth over the coming year?

Marketing and Sales

(Continued)

Notes:

How do you plan to communicate with and sell to your customers?

Describe your marketing and sales structure.

Legal Considerations

The legal structure of your business will determine what you need to do to register with the government, how you're taxed, what risks you need to take on, and so on.

Notes:

What type of legal structure will your business be?

- Sole proprietorship
- Partnership
- LLC
- Corporation
- Other _____

What legal considerations does your business need to keep in mind for its core operating procedures?

Financial Projections


Your financial projections for the year are a vital part of planning a business. They help you determine how much income and equity you have, how much you need, and how to benchmark your financial success for the year.

Take time to put together necessary financial documents, like your profit and loss projection, projected balance sheet, etc., and evaluate what funding you have and need to get for the coming year.

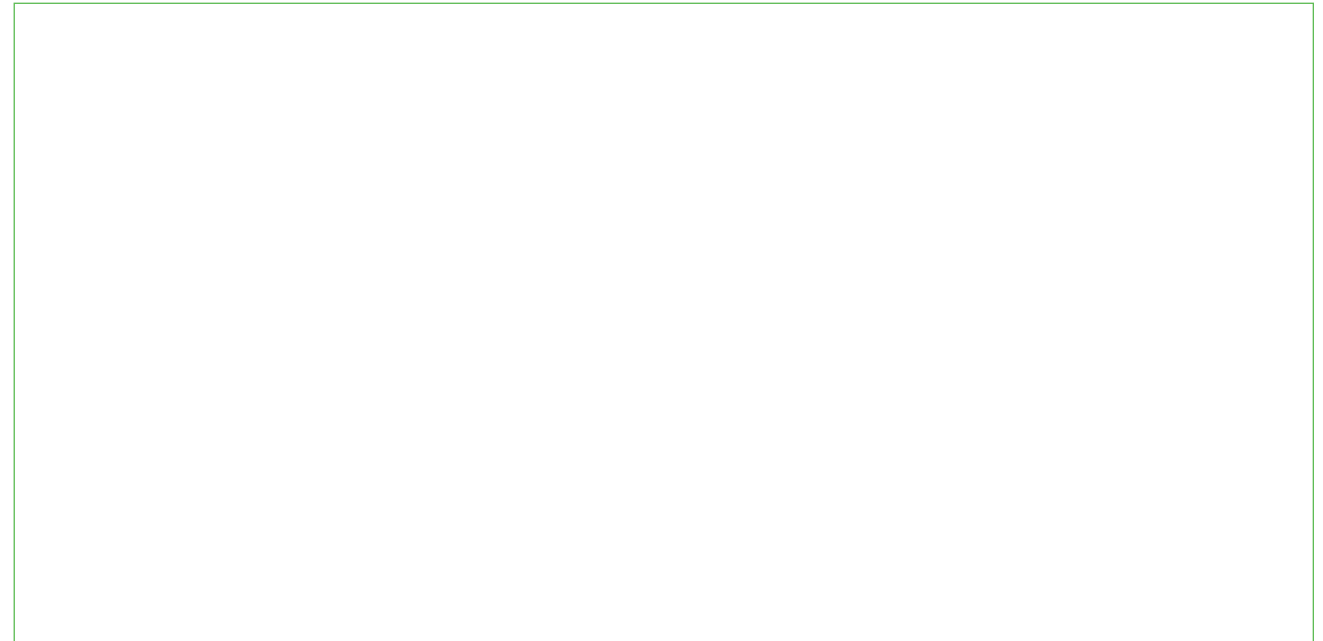
(Use the Start Up and Operating Cost sheet in pages 16 & 17 of the Entrepreneur's Guide to help you craft your costs and projections.)

Notes:

What funding will you need to make your business a success this year?



What is your expected profit this year?



Goal and Success Planning

Notes:

What will make your business a success this year? How many customers or how much profit will you need to gain to measure your success?

What are the primary obstacles and/or challenges your company faces this year? How will you work through those challenges and where do you hope to be a year from now?