Your Company Name

Company Slogan

Company Logo

Your Name

Address

Telephone #

Email-Address

Date

**Table of Contents**

Section 1:

Section 2:

**Business Description**

This section gives all the must-have details about your business. Begin by introducing your company with the business name, slogan, your name and the good or service you hope to sell.

Here you are looking to answer questions like “when did you start?”; “Why?”; “By whom?”

This is the place for your “origin story.” What is your interest in the market? How’d you get to this point?

As you can tell, the Business Description section amounts to backstory – and that’s essential to any Business Plan.

This is where you tell them where you’re coming from, before you get to “why” you’re in need of an investment, in a nutshell.

* **Below you can find a sample to begin this doesn’t mean you shouldn’t add to it!**

**[My company is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The main product/service I look to introduce/sell is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I started this company in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I started this company because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. ]**

**Mission Statement**

The Mission Statement section of your Business Plan discusses the vision and outlook of your business.

Here are the major points you will want to make in the Mission Statement.

**A) Goals**

Explain the end-result you seek from the business venture. Connect it to your customers and readers, in turn.

**B) Objectives**

Explain the steps you will take to reach your goal. Be specific; demonstrate that you have a good idea of what it will realistically take to achieve your goals.

**C) Strengths**

Here you want to outline what makes your company special. Answer why your business is different from the rest of the competition. Who’s on your team? The best tip we’ve got is: investors love a top-notch team.

* **Below you can find a sample to begin this doesn’t mean you shouldn’t add to it!**

**[The mission for my company is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I work hard to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I look to inspire \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. My goal for this company is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I can achieve these goals by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.]**

**Market Analysis**

The Marketing Plan is one of the most essential parts of your Business Plan; marketing is the thing that brings your business to its audience.

The first thing to do in the Marketing Plan section is to prove that you know your target audience. Put the research, market analyses, and industry knowledge that you possess to work in this section. You are illustrating to your recipient that you know your audience better than anyone, and that makes yours the ideal business to serve the audience.

This section can be broken into these parts:

1. Clearly define and explain your target audience – who are you trying to sell to?
2. Briefly describe your competition – particularly what makes you better at what you do than them?
3. What will be some barriers to entry as you present your product/service to the market? What are you anticipating your roadblocks to be? What will be difficult for you to accomplish?
4. How will you try to overcome your roadblocks? Will you try to partner up with other businesses? Will you attempt to turn into a partnership?
5. **Below you can find a sample to begin this doesn’t mean you shouldn’t add to it!**

**[My target audience is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. They can be describes as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some of the characteristics of my audience are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I consider my competition to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I believe my company is better to sell this product because\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.]**

**Sales & Marketing**

The Sales & Marketing section of your business plan describes both the strategy and tactics you will use to get customers to buy your products or services.

A strong sales and marketing section assures investors that your product/service will be popular and sellable to the market. It shows how you will promote and advertise your business to customers.

This section includes:

1. How and where you will sell your good or service.
   1. In stores, online, in homes, etc.
2. Your company slogan – a company saying (For example, Nike’s slogan is ‘Just Do It!’)
3. Your company Logo- a picture that represents your company.
4. Your preferred ways of advertising and why you chose this.
   1. TV commercials, newspaper, social media, magazines, website Ads)
   2. Think about your target consumers and how you will send out the message that your product/service is available!
5. **Below you can find a sample to begin this doesn’t mean you shouldn’t add to it!**

**[The product that I will be introducing into the market is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I plan on selling this product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some advertising ways that I will use to promote my product is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This is a good strategy because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.]**

**Management**

This part of the plan describes the owner(s) and their experience and backgrounds. It allows the investors to know who you are, what your experiences are and why you are right to invent in!

* It section should include include:
  1. Your Background history
  2. Your Educational experience
  3. Your Job experience
  4. Your hobbies and interests
  5. Who you are.
  6. Information that you feel is necessary for people to know about yourself.
* **Below you can find a sample to begin this doesn’t mean you shouldn’t add to it!**

**[My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I am the sole-proprietorship owner of the company, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some background history about me is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.]**