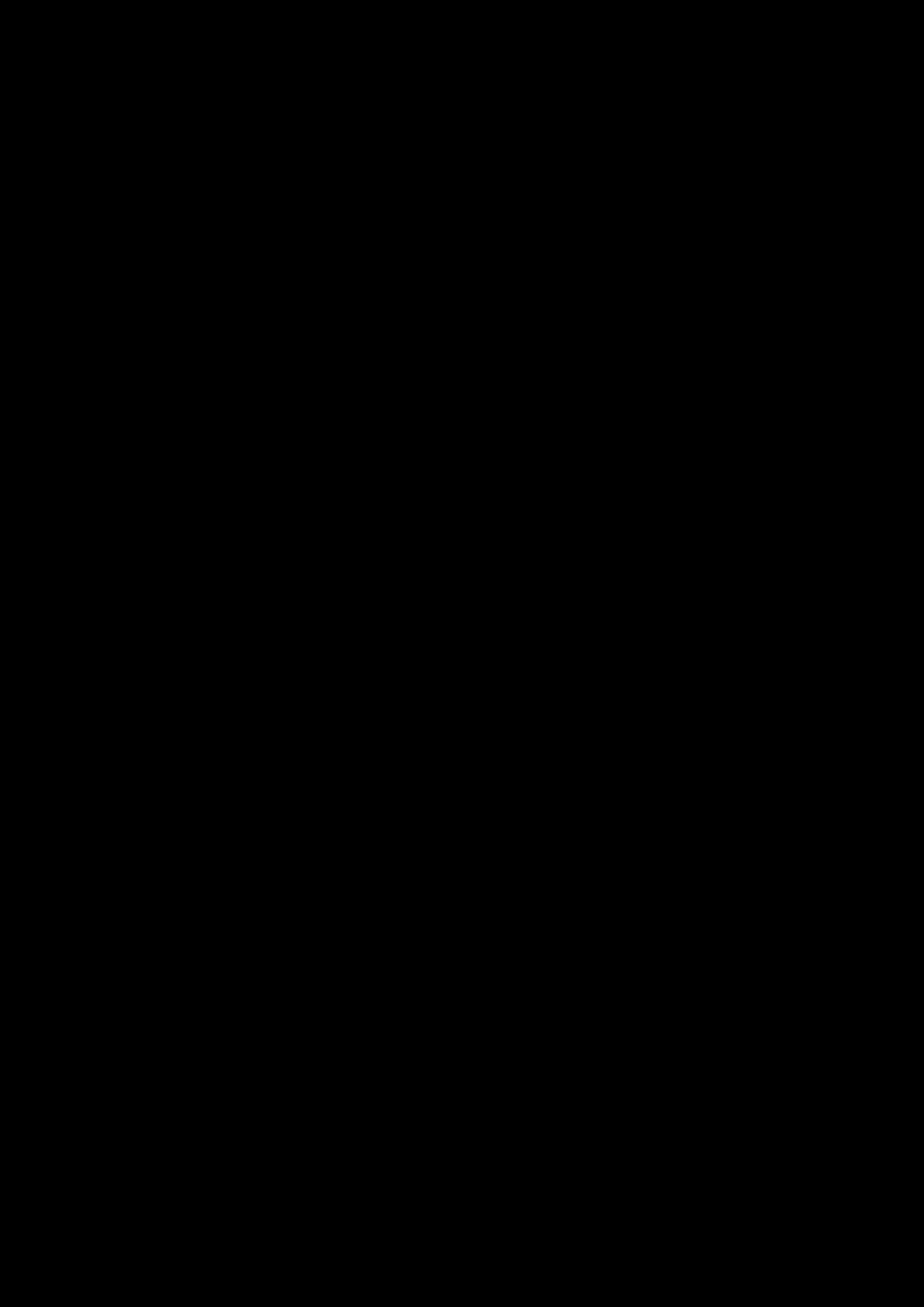


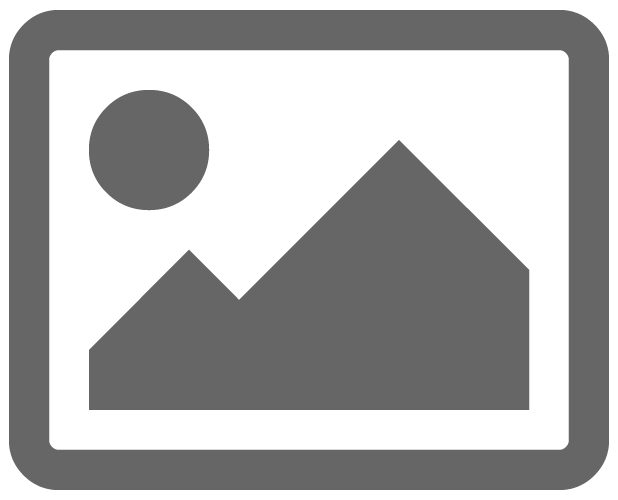
Business Plan

Template

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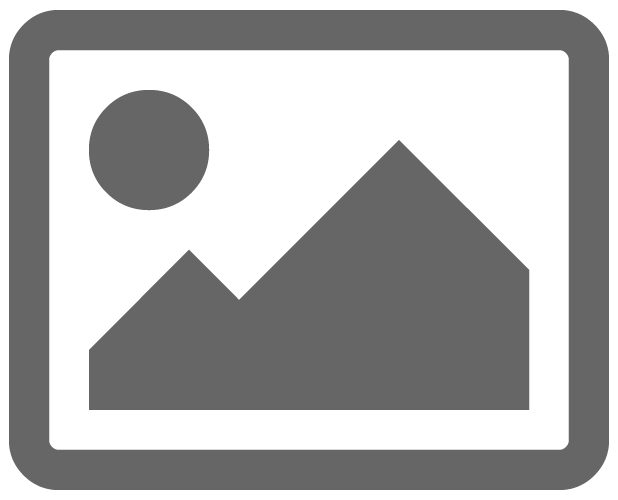


Insert Image

### Company Name

Title of Document

Date



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Executive Summary

Provide a one/two pages overview of the business and highlight the most crucial pieces of information for readers.

You must explain precisely the key details of your future activity.

Typically, this brief executive summary includes:

● A Mission Statement

● The Company History and Leadership Model

● An Overview of Competitive Advantage(s)/ Differentiation

● Financial Projections

● Company Goals/Objectives

● An Ask From Potential Investors/banker

It should be precise but not too technical (the banker or investor does not necessarily understand all technical aspects of your business)

[Insert Executive Summary Here]

#### Note:

Wait until you’ve finished your business plan before writing this section as this part will later be modified and improved following the market research. That way, you can summarize what has already been written.

# Company & Business Description

### 

### Company Purpose

Provide a 1-2 paragraph overview of your business, emphasizing the type of products/services you will offer, who your target market is, and why you believe your current business plan will be successful.

[Insert Company Purpose Here]

### Mission/Vision Statement

[Insert Mission/Vision Statement Here]

### Core Values

Your mission is defined by your company's basic principles. List your company's core values, why they were chosen, and how they are embodied.

[Insert Core Values Here]

### Team & Org Structure

Give a summary of your business. Who will be in key leadership positions, who will be on your team and what experience will they bring? How will your company be structured?

[Insert Org Structure Here]

# Market Research

### Documentary Research

This fundamental part of the market research should define your research and your market. It enables you to further your knowledge of the sector of activity in which you wish to launch your project.

[Insert Documentary Research Here]

Competitor Analysis

Summarized in a table:

* Identify your direct and indirect competitors (create a list)
* Analyze in detail the 3 or 4 direct competitors
* Comparison of the strengths and weaknesses of each competitor in relation to YOUR business.

[Insert Competitor Analysis Here]

Study of the Target Audience

a) Quantitative study: questionnaires

* Prepare a quantitative questionnaire (10 to 20 questions)
* Send/share the questionnaires to a minimum of 100 people (representative of your target audience)
* Present the results in a graphic display (1 graph per question) then in the form of a written summary

b) Qualitative study: interviews

- Prepare qualitative interviews (approximately 10 questions)  
- Administer the interviews to around 10 people who correspond to the target market

- Present the results in a written summary.

[Insert Study of the Target Audience Here]

# Products and Services Line

### 

### Product Offering(s)

If Relevant, provide a detailed description of your product line. Make a list of each product and its functionality.

[Insert Product Offering(s) Here]

### Service Offering(s)

If relevant, provide a more detailed description of your service line. List each service you offer and explain why you offer it.

[Insert Service Offering(s) Here]

### Pricing Model

How much will each of your products and services cost? What are your mark-ups going to be, and why?

[Insert Pricing Model Here]

# Marketing Plan

### Positioning Strategy

Why should potential buyers be interested in your product? How will you handle the challenges and goals of your consumer persona? How will you use a website to your advantage?

[Insert Positioning Strategy Here]

### Acquisition Channels

What are your main customer acquisition channels (e.g., search engine marketing, event marketing, blogging, co-marketing, paid, etc.) and what do you intend to prioritize this year?

[Insert Acquisition Channels Here]

### Tools and Technology

What systems will you equip your marketing team with? Will you use a CMS , blogging software or etc.? If so, please include it below.

[Insert Tools and Technology Here]

# Sales Plan

### Sales Methodology

How will you identify, reach and engage with new leads? Do you want to pursue an inbound or outbound sales strategy? Why is your prospecting strategy suitable for your company?

[Insert Sales Methodology Here]

### Sales Organization Structure

Who will be in charge of marketing and sale of your products and/or services? How will sales and marketing collaborate? What will the role breakdown look like?

[Insert Sales Organization Structure Here]

### Distribution Channels

What will you use to market your products? Will you sell online, in shops, or via sales representatives? Will you sell at your own store or distribute to other stores?

[Insert Distribution Channels Here]

### Tools and Technology

Detail the sales tools you aim to use, such as live chat, website and ecommerce sales integrations, CRM software, call software, etc and how they will help you reach your target.

[Insert Tools and Technology Here]

# Legal Notes

### 

### Legal Structure

You need to give the company a legal status in order for it to see the light of day as a legal entity! What type of legal structure will your business be?

[Insert Legal Structure Here]

### Legal Considerations

What legal issues does your company need to bear in mind when it comes to its fundamental operational procedures? List any government registrations, permits, health regulations, insurance requirements, and zoning rules that must be handled, as well as how you have addressed or will address them.

[Insert Legal Considerations Here]

# Financial Considerations

### 

### Startup Costs

Each of your start-up costs should be listed as a line item, followed by a total cost. In the appendix, you may want to include a more thorough breakdown of expenditures, including vendors and payment dates.

[Insert Start-up Costs Here]

### Sales Forecasts

Share your sales projections for the next several quarters or years. You may want to summarize the forecasts and point to a bottom-line metric, then point to a more detailed spreadsheet in your appendix.

[Insert Sales Forecasts Here]

### Break-Even Analysis

Share at what point in time and how many euros/units in sales you need to accomplish before you break even. If this section is too convoluted, you may want to provide a more comprehensive break-even analysis in the appendix.

[Insert Break Even Analysis Here]

### Projected P&L

Describe your profit and loss estimates for at least a year.

The profit and loss forecast table consists of two sections:

- The 1 section details the revenues, in other words, the total sales of the company

in a year.

- The 2 section details the sum of deductible costs required in the company’s operations.

- From the differences between the 2 columns (revenues – costs) we obtain the RESULT before tax which may be either a profit or a loss. The result can therefore be negative.

- Calculate Corporate Tax and give the result after tax.

Include a date in this column if you expect to make a profit shortly after one year. If not, direct readers to the appendix for the full projected P&L.

[Insert Projected P&L Here]

### Funding Requirements

What funding will you require in the immediate future to ensure the success of your business?

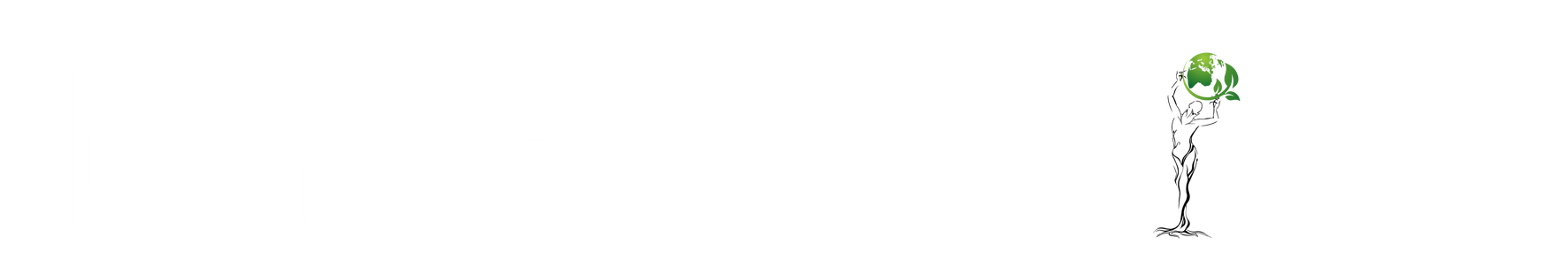
[Insert Funding Requirements Here]

# Appendix

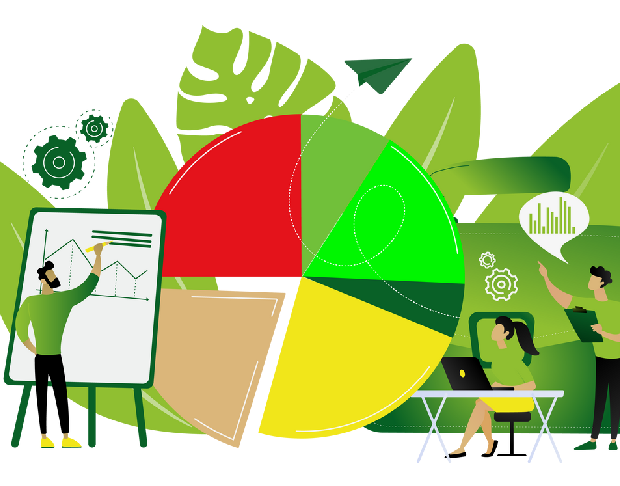
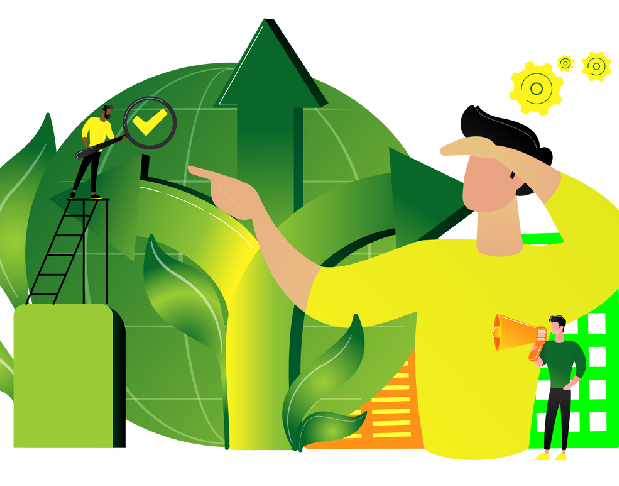
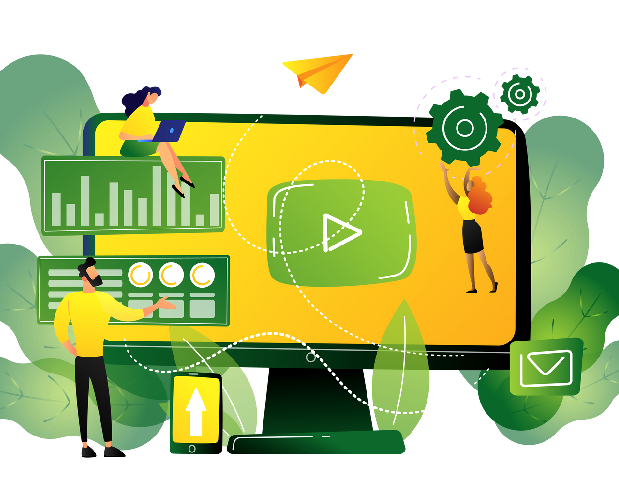
The following sections are each optional – feel free to include, exclude, or add any charts or information you think is appropriate.

* Floor plans
* Patents
* Org chart
* Financial charts
* Images

[Enter Appendix Here]

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Content Marketing

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Brand Identity

Powerfully communicate your brand, and build immediate emotional connection with your audience.

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Discovery Call

The purpose of the Discovery call is to answer any questions about the coaching process and services.

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Coaching & Mentorship

A “Power Hour” with an experienced business mentor will get you sorted with a clear action plan for growth.

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Digital Strategies

Develop your digital marketing strategies, and your social media efforts to grow your business.