*< Company logo (if available) or picture of your product >*

*< Company name >*

**Business Plan**

*< Date (month, year) >*

**Prepared by**

*< Your names >*

**Contact Information**

*< Your contact information (phone, email, address) >*

|  |  |
| --- | --- |
|  | **Table of Contents** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **Executive Summary** | | | *< page >* |
|  |  |  | |  |
| **2** | **Company Description** | | |  |
|  | 2.1 | | Mission Statement |  |
|  | 2.2 | | Long-Term Goals and Objectives |  |
|  | 2.3 | | The Management Team |  |
|  |  | | |  |
| **3** | **Product Description** | | |  |
|  | 3.1 | The Product / Service | |  |
|  | 3.2 | Unique Features of the Product / Service | |  |
|  |  |  | |  |
| **4** | **Customer Analysis** | | |  |
|  | 4.1 | Primary Target Customers | |  |
|  | 4.2 | Important Product / Service Attributes | |  |
|  |  |  | |  |
| **5** | **Competitor Analysis** | | |  |
|  | 5.1 | Direct and Indirect Competitors | |  |
|  | 5.2 | Competitor Profile Matrix | |  |
|  | 5.3 | Competitor Profile Matrix Summary | |  |
|  | 5.4 | Learning from Competitors | |  |
|  |  |  | |  |
| **6** | **Industry Analysis** | | |  |
|  | 6.1 | The Target Industry | |  |
|  | 6.2 | The Industry Size | |  |
|  | 6.3 | Trends and Future Developments | |  |
|  |  |  | |  |
| **7** | **Business Strategy** | | |  |
|  | 7.1 | Product Attribute Map | |  |
|  | 7.2 | SWOT-Analysis | |  |
|  | 7.3 | Competitive Advantage | |  |
|  |  |  | |  |
| **8** | **Operations Plan** | | |  |
|  | 8.1 | Input Factors | |  |
|  | 8.2 | Responsible Actors / Staff | |  |
|  | 8.3 | Production Process | |  |
|  | 8.4 | Output and Performance Indicators | |  |
|  | 8.5 | Product / Service Delivery and Payment | |  |
|  | 8.6 | Quality Control | |  |
|  | 8.7 | Potential Problems and Preventive Measures | |  |
|  |  |  | |  |
| **9** | **Marketing Strategy** | | |  |
|  | 9.1 | Pricing Strategy | |  |
|  | 9.2 | Product Strategy | |  |
|  | 9.3 | Distribution and Sales Strategy | |  |
|  | 9.4 | Promotion and Advertising Strategy | |  |
|  |  |  | |  |
| **10** | **Financial Plan** | | |  |
|  | 10.1 | Investment Plan | |  |
|  | 10.2 | Starting Capital Plan | |  |
|  | 10.3 | Projected Income Analysis | |  |
|  | 10.4 | Projected Expenses Analysis | |  |
|  | 10.5 | Projected Financial Statement | |  |
|  | 10.6 | Financial Statement Rationale | |  |
|  | 10.7 | Pro-Forma Balance Sheet Summary | |  |
|  |  |  | |  |
| **11** | **Critical Risks** | | |  |
|  | 11.1 | Critical Risks in the Pre-Launch Phase | |  |
|  | 11.2 | Critical Risks in the Post-Launch Phase | |  |
|  |  |  | |  |
| **12** | **Development Plan** | | |  |

|  |  |
| --- | --- |
| **1** | **Executive Summary** |

*< Paste your Executive Summary from Action Working Sheet 19 >*

|  |  |
| --- | --- |
| **2** | **Company Description** |

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| --- |
| **2.1 Mission Statement** |

*< Paste your Vision or Mission Statement from Action Working Sheet 07 >*

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| **2.2 Long-Term Goals and Objectives** |

*< Paste your Long-Term Goals from Action Working Sheet 02 >*

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| --- |
| **2.3 The Management Team** |

*< Paste your Team Description from Action Working Sheet 20 >*

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| --- | --- |
| **3** | **Product / Service Description** |

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| --- |
| **3.1 The Product Service** |

*< Paste your Product/Service Description from Action Working Sheet 03 >*

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| --- |
| **3.2 Unique Features of the Product / Service** |

*< Paste your Unique Features from Action Working Sheet 03 >*

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| --- | --- |
| **4** | **Customer Analysis** |

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| --- |
| **4.1 Primary Target Customers** |

*< Paste your Target Customers description from Action Working Sheet 04 >*

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| --- |
| **4.2 Important Product / Service Attributes** |

*< Paste your Important Attributes from Action Working Sheet 03 >*

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| --- | --- |
| **5** | **Competitor Analysis** |

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| --- |
| **5.1 Direct and Indirect Competitors** |

*< Paste your Competitors description from Action Working Sheet 05 >*

|  |
| --- |
| **5.2 Competitor Profile Matrix** |

*< Paste your Competitor Profile Matrix from Action Working Sheet 05 >*

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| --- |
| **5.3 Competitor Profile Matrix Summary** |

*< Paste your Competitor Profile Matrix Summary from Action Working Sheet 05 >*

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| --- |
| **5.4 Learning from Competitors** |

*< Paste your Learning description from Action Working Sheet 05 >*

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| --- | --- |
| **6** | **Industry Analysis** |

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| --- |
| **6.1 The Target Industry** |

*< Paste your Target Industry description from Action Working Sheet 06 >*

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| --- |
| **6.2 The Industry Size** |

*< Paste your Market Size description from Action Working Sheet 06 >*

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| --- |
| **6.3 Trends and Future Developments** |

*< Paste your Trends description from Action Working Sheet 06 >*

|  |  |
| --- | --- |
| **7** | **Business Strategy** |

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| --- |
| **7.1 Product Attribute Map** |

*< Paste your Product Attribute Map from Action Working Sheet 08 >*

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| --- |
| **7.2 SWOT-Analysis** |

*< Paste your SWOT-Analysis from Action Working Sheet 08 >*

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| --- |
| **7.3 Competitive Advantage** |

*< Paste your Competitive Advantage from Action Working Sheet 08 >*

|  |  |
| --- | --- |
| **8** | **Operations Plan** |

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| --- |
| **8.1 Input Factors** |

*< Paste your Input Factors description from Action Working Sheet 09 >*

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| --- |
| **8.2 Responsible Actors / Staff** |

*< Paste your Staff description from Action Working Sheet 09 >*

|  |
| --- |
| **8.3 Production Process** |

*< Paste your Production Process description from Action Working Sheet 09 >*

|  |
| --- |
| **8.4 Output and Performance Indicators** |

*< Paste your Output description from Action Working Sheet 09 >*

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| --- |
| **8.5 Product / Service Delivery and Payment** |

*< Paste your Delivery and Payment description from Action Working Sheet 09 >*

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| --- |
| **8.6 Quality Control** |

*< Paste your Quality Control description from Action Working Sheet 09 >*

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| --- |
| **8.7 Potential Problems and Preventive Measures** |

*< Paste your Potential Problems description from Action Working Sheet 09 >*

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| **9** | **Marketing Strategy** |

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| **9.1 Pricing Strategy** |

*< Paste your Pricing Strategy from Action Working Sheet 17 >*

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| **9.2 Product Strategy** |

*< Paste your Product Strategy from Action Working Sheet 17 >*

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| --- |
| **9.3 Distribution and Sales Strategy** |

*< Paste your Distribution and Sales Strategy from Action Working Sheet 17 >*

|  |
| --- |
| **9.4 Promotion and Advertising Strategy** |

*< Paste your Promotion Strategy from Action Working Sheet 17 >*

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| --- | --- |
| **10** | **Financial Plan** |

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| --- |
| **10.1 Investment Plan** |

*< Paste your Investment Plan from Action Working Sheet 11 >*

|  |
| --- |
| **10.2 Starting Capital Plan** |

*< Paste your Starting Capital Plan from Action Working Sheet 12 >*

|  |
| --- |
| **10.3 Projected Income Analysis** |

*< Paste your Projected Income Analysis from Action Working Sheet 14 >*

|  |
| --- |
| **10.4 Projected Expenses Analysis** |

*< Paste your Projected Expenses Analysis from Action Working Sheet 14 >*

|  |
| --- |
| **10.5 Projected Financial Statement** |

*< Paste your Projected Financial Statement from Action Working Sheet 14 >*

|  |
| --- |
| **10.6 Financial Statement Rationale** |

*< Paste your Financial Statement Rationale from Action Working Sheet 14 >*

|  |
| --- |
| **10.7 Pro-Forma Balance Sheet Summary** |

*< Paste your Balance Sheet Summary from Action Working Sheet 16 >*

|  |  |
| --- | --- |
| **11** | **Critical Risks** |

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| --- |
| **11.1 Critical Risks in the Pre-Launch Phase** |

*< Paste your Critical Risks description from Action Working Sheet 18 >*

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| --- |
| **11.2 Critical Risks in the Post-Launch Phase** |

*< Paste your Critical Risks descriptions from Action Working Sheet 18 >*

|  |  |
| --- | --- |
| **12** | **Development Plan** |

*< Paste your Development Plan from Action Working Sheet 02 >*