*< 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) >*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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