# Business Plan for: (Company Name LLC)

## Executive Summary

Provide an overall executive summary-level overview of the business plan, including introducing the general structure (including primary contents) and purpose of why you are creating it.

## Mission Statement

### Purpose

Describe the overall strategy behind and purpose of your business.

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### Value Proposition

Identify the unique value and contribution to industry you provide to your intended market of customers and industry partners.

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### Objectives

List the primary and secondary objectives of your business.

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## Market

### Target Market

Provide a high-level summary of the industry sector (i.e., tourism, food producer, construction) and primary geographic (i.e., Tillamook County, North Coast of Oregon) and/or other (i.e., online) market you intend to operate your business in. To further categorize the market sector you will operate in, identify whether you intend to operate within the private (commercial) and/or public (government) market sector.

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### Product and Service Offering

Identify the primary products and/or services you intend to provide through your business.

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### Target Customers

Identify your target customers, including individuals and organizations who qualify as your ‘customers’ and any industry sector partners you also intend to support through your business operations.

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### Sales Channels and Categorization

Identify the primary channels through which you intend to market and sell your products and/or services. Examples would include: direct sales, online sales, via third-party (i.e., Value Added Reseller, VAR). Categorize the sale of your products and/or services as retail, wholesale, or VAR.

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### Competition and Barriers to Entry

Describe in general your peer (i.e., same) and/or near-peer (i.e., similar) competitors within your target market. Include any current market research information you have acquired if any. Identify and describe any barriers to successful and sustainable market entry and operation.

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### Partners and Vendors

Describe in general the industry partners and/or vendors which constitute the ‘value chain’ your business relies on and/or works with. As examples, these can be (a) primary manufacturers and/or component assembly (i.e., co-manufacturers) of the product you represent through your company’s direct sales, and (b) vendors of subcomponents of products you are then assembling and/or producing directly at and through your business.

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### Branding and Marketing

Describe your approach to branding your company. Identify the methods you intend to use to market your products and/or services. Discuss the various mediums and methods (i.e., storefront, print advertising, social media marketing, newsletters, other) which aptly describe your ‘integrated marketing strategy.’

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### Pricing

Describe how you are developing the pricing of your products and/or services. Discuss any pricing research and/or benchmarking you are using.

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## Budget

### Summary

Provide an overall summary of your budgeting process, including, as an example, whether you intend to develop an annual budget and review and update it on a quarterly basis.

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### Financial Year

Select how you intend to identify the rolling 12-month period which will constitute the ‘financial year’ for your business. Note that most businesses tend to align their business financial year with the standard calendar year timeframe (January 1 – December 31). Others may align it with the federal government financial year (October 1 – September 30), while others may instead align it starting with the specific launch date of their business.

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### Accounting and Reporting

Discuss the primary accounting method you intend to use: ‘cash’ or ‘accrual.’ Discuss how you intend to accomplish the administration of your business accounting processes, including who within your company will conduct the primary accounting functions and if you are going to use a particular system (i.e., QuickBooks) to do so. Identify which primary financial reports you will produce and rely on: e.g., Balance Sheet, Income Statement, and Statement of Cash Flow – and how often you intend to produce and review them.

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### Business Financing

Identify your general business startup financing options and strategy. Briefly describe how you intend to finance the start of your business, including any proportionality of where startup funds are generated from (i.e., self-financing, bank loan, credit union line of credit, private equity, crowdsourcing, etc.)

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### Cost Accounting Methodology

Most businesses use a simple ‘Sales/Revenue less Expenses equals Gross Profit’ accounting model. Expenses are generally tracked either (a) through simplified accounting models showing Cost of Goods Sold (COGS) as an accumulation of ‘Expenses,’ or (b) through more detailed “cost pools” such as Fringe (labor related benefits), Overhead (non-discretionary costs which support the primary making and delivery of a product or service), and/or General-and-Administrative (discretionary costs which support the marketing and sales of a product or service). Describe

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### Sales / Revenue Projections, Years 1 – 5

Briefly describe your estimated Sales / Revenue projections for the first five years of business operations and discuss and show how you arrived at these estimated projections. Include charts of estimated sales projections (aggregate, individual product/service lines) per month.

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### Expense Projections: Years 1 – 5

Briefly describe and quantify the primary areas of Expense you envision for the first five years of business operations and discuss and show how you arrived at these estimated projections. Include charts of estimated expense projections (aggregate, individual product/service lines) per month.

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### Gross Profit: Years 1 – 5

Briefly describe and quantify the Gross Profit you envision achieving for the first five years of business operations and discuss and show how you arrived at these estimated projections. Include charts of estimated Gross Profit projections (aggregate, individual product/service lines) per month.

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## Operations

### Summary

Provide a high-level summary of your company’s business operations by function (i.e., Administrative, Accounting, Human Resources, Operations, Sales, and other). Note whether you intend to operate from one or more business locations and where those locations will be.

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### Human Capital (Workforce)

Briefly describe your plan to staff or “cover” the various business functions listed above. Address the following questions: Are you going to do everything yourself? Are you going to hire anyone to help you? Are you going to outsource one or more functions to an outside, third-party vendor? Also provide an explanation of the qualifications and experience of the individuals designated to cover these functions.

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### Operations

Briefly describe your approach to executing the day-to-day management and operational activities of your business. Identify the projected days and timeframes your business will be open and operating to support its customers.

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### Facilities and Equipment

Describe your approach to securing facilities necessary to operate your business and obtaining and maintaining the equipment needed to meet the daily production and/or service related activities of your business.

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### Inventories

Briefly describe the process by which you will manage and fulfill the items needed to run your business and its operations and how this approach will meet the needs of your target market and customers. Describe how you intend to acquire, contract, order, receive, and store end-items and/or intermediary items needed to produce the products and/or services you intend to market.

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### Compliance: Labor, Insurance, Workers Compensation, Other

Describe in general your preparation and approach in meeting the array of industry labor, insurance, workers compensation, and other areas of compliance to operate your business under federal, state, and local governance.

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## Timeline: Plan of Action and Milestones (POAM)

Describe and/or provide a time-phased approach (i.e., Project Plan of Actions and Milestones) to designing, launching, and growing your business from the Start ‘phase’ (Year 1) through Emerging ‘phase’ (Years 2 through 3) to Sustainable ‘phase’ (Years 3 through 5).

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## Exit Strategy

Briefly describe the optimal exit strategy by way of identifying how it will look when you achieve your final business objectives. Also describe an early-out exit strategy should events deter you from reaching your optimal exist strategy-based objectives.

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## Appendix A: Budget (12-60 month)

## Appendix B: Sales/Business Development Pipeline (include a projected 12-60 month Sales pipeline)

## Appendix C: Balance Sheet (include a representative annual and/or multi-year example)

## Appendix D: Income Statement (include a representative annual and/or multi-year example)