

Business Plan for XYZ company

Write company tagline or important things that
inspire you and your company.

Executive Summary

Write your company objective and overview of business.



Write short information about your product and services.



What type of target market you are going to target?



Write little bit about competitive analysis and your competitors.



Write few key points of marketing plan and sales plan.



Write a brief overview of your financial targets and forecasts.



How much money you have and need to run this business. Write short form.



Budgeting method and short information about what you are planning for it.



Business staffing and hiring process & which type of people you hire



Write all about location, material needs, and unique selling proposition

Company description

Write detailed information about legal entity of your company. Is it LLC, C corporation, S corporation or private.

Overview of your company, business owners and current location of your company.

Write Mission statement of your company and what is your vision after few years.

What is your responsibility in your company.

Products and Services

Explain all about your products and services in detailed form. Also, write about its benefits and why you want to create that product or service.

write down the problems that you are solving with your product or service. Make it listable form.

write about product pricing, competitors pricing and price as per your product quality and quantity.

Marketing Plan

research your market and find out how your product help others.

findout targeted customer or age area for your customers.

Write about location importance and how you can get maximum output from selecting perfect location for your business.

Write Threats and opportunities for your products and services.

compare your product or service with your competitors.

Think and write about how long your products, services and company survive in the long run?

Listout marketing channels.

Write marketing budget.

How you grow your business in future?

Operational Plan

First write about your staffing needs.

Now write production process and cost for each section.

Write down quality control process to get best output in your business.

How you can take advantage of perfect business location?

Which type of legal documents and environment you required to run your business?

Listdown the inventories required to start a business.

How you are going to find suppliers and vendors for your business.

Write down payment terms and conditions, credit lines for your business.

Management & organization

**How you are going
manage and train
your staff and team.**

**write about main
key roll members
for your
management team.**

**Business growth
advisors and
understanding team
for SWOT analysis.**

**Plot organizational chart and
represent all of your business team
and working process in detail form.**

Budgets and Expenses

Write list of startup expenses with inventory to production process.

develop budget for each section of your business. List it out.

write down the plan for how you are going to use your capital for your business process.

start writing about personal finance and business finance plan. Like how you can recover your business losses and don't affecting your personal funding.

Financial Plan

Write down cashflow statement and how you are going to use your money month by month.

Project your profit and loss in advance before you got any trouble in your business.

Create a balance sheet for your business. Refer online data or template for creating balance sheet.

Search and research and invent sales method and how you are going to provide after sales services.

Appendices

**Write about
agreements,
intellectual property,
resumes of owner or key
employees.**

**Insurance policies,
Advertising and marketing
materials,**

**Blueprints and one page business
plan,**

List of equipments,

Market research studies,

Supporting financial documents,

**List of assets that can be used as a
collateral.**