

# Business Plan Template

for Savvy Entrepreneurship: Launch, Manage, and Grow a Successful Business

Name of Business: \_\_\_\_\_

Name of Owner(s)/Entrepreneur(s): \_\_\_\_\_

Product/Service: \_\_\_\_\_



## EXECUTIVE SUMMARY *(Write this last!)*

*(Write this last!)*

[illegible]



## COMPANY AND PRODUCT OVERVIEW

*You'll find information to complete this section in Chapter 1 under "The Business Model Canvas." Note that not all elements of the Business Model Canvas may apply to your business. Feel free to add more to this section, such as the business's location, logo, or slogan.*

Key Partnerships: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Key Activities: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Key Resources: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Value Propositions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Customer Relationships: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Channels: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Customer Segments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Cost Structure: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Revenue Streams: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## MARKET ANALYSIS

*This section looks at the value propositions your product or service offers to your customers; the customer demographics; and research, outreach, and other topics related to customer acquisition.*

### SWOT Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

### Competitor Analysis

Who are your competitors? \_\_\_\_\_

In the table below, list other companies who provide similar products/services:

Company Name	Product or Service	Price Range



## MARKETING STRATEGY

List the benefits of your product or service:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Social Media Strategy: \_\_\_\_\_

\_\_\_\_\_

Content Marketing Strategy: \_\_\_\_\_

\_\_\_\_\_

Event: \_\_\_\_\_

\_\_\_\_\_



## OPERATIONS

What are the distribution channels for your product or service?

*Do you plan to have a store, space in someone else's store, online sales, or presence in an online marketplace, such as Amazon?*

\_\_\_\_\_

\_\_\_\_\_

If your business is large enough to have an organizational structure, what is it?

\_\_\_\_\_

\_\_\_\_\_



What is your inventory-management plan?

\_\_\_\_\_

\_\_\_\_\_



Does your business require permits on an ongoing basis? If so, what types are required?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## TEAM

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Expertise: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Expertise: \_\_\_\_\_



## FINANCIAL PROJECTIONS

### Projected Fixed and Variable Costs for the First Month of Operations

*One way to compute a selling price is to determine the break-even point by determining the cost of goods sold per unit. Use the table below to determine 1) the selling price for a product and 2) the selling price for a service.*

Ingredients (for one unit)	My Costs
<b>FIXED EXPENSES:</b> Cost remains the same, whether you sell one or 1,000 items.	
Equipment (purchase or rental)	
Fees	
Other	
<b>VARIABLE COSTS:</b> Cost fluctuates depending on how much product is being produced.	
Raw Materials	
Advertising/Marketing	
Shipping	
Packaging	
Labor	
Other	
<b>Total Production Cost:</b> Add Fixed and Variable Costs.	\$
<b>My Selling Price (Product)</b> <i>The total cost multiplied by the amount of markup</i>	\$
<b>My Selling Price (Service)</b> <i>The hourly rate multiplied by the amount of time it takes to do the job plus the cost of equipment, supplies, and travel</i>	\$



## Pro Forma Income Statement

The first two tables below will help you generate your pro forma income statement, a sample template for which appears in the third table.

<b>Income/Revenue:</b> Money coming into the business.	
Starting Funds	\$
Projected Sales for Week 1	\$
Projected Sales for Week 2	\$
Projected Sales for Week 3	\$
Projected Sales for Week 4	\$
Other (Describe)	\$
<b>Total Monthly Income:</b> (the sum of all projected income)	<b>\$</b>

<b>Projected Expenses:</b> Money going out of the business.	
Raw Materials	\$
Equipment and Tools	\$
Advertising/Marketing	\$
Office Supplies	\$
Packaging	\$
Location Preparation/Facility Fees/Rent	\$
Employee Wages/Salaries	\$
Other	\$
<b>Total Monthly Expenses:</b> (the sum of all projected expenses)	<b>\$</b>

**Total Income – Total Expenses = Net Income (Profit)**

\_\_\_\_\_ – \_\_\_\_\_ = \_\_\_\_\_

*This is your estimated net income for one month of operations.*

	Month 1	Month 2	Month 3
<b>Income</b>			
Sales			
<b>Expenses</b>			
Raw Materials			
Equipments and Tools			
Advertising/Marketing			
Office Supplies			
Packaging			
Rent			
Salaries			
<b>Net Income (Profit)</b>			

## Pro Forma Balance Sheet

*Insert your pro forma balance sheet here.*

## Pro Forma Statement of Cash Flows

*Insert your pro forma statement of cash flows here.*



## Business Valuation

*Insert the value of the business's assets minus its liabilities and the equity you have put into the company to date here.*

ASSETS	
Cash	
Inventory	
Accounts receivable	
Prepaid accounts	
Equipment	
Building	

**Total Assets:** \_\_\_\_\_

LIABILITIES	
Accounts payable	
Loan repayments	

EQUITY	
Retained earnings	
Owner's Equity	

**Total Equity and Liabilities:** \_\_\_\_\_

## APPENDIX

*This section outlines some items you may wish to include in the Appendix. Additional items include owner/key employee biographies, copies of sample advertisements, floor plans, website screen images, and customer reviews.*



### Sample DBA

*If you were applying for a DBA in New York State, you would fill out the "Certificate of Assumed Name" form at: [dos.ny.gov/certificate-assumed-name-domestic-and-foreign-business-corporations](https://dos.ny.gov/certificate-assumed-name-domestic-and-foreign-business-corporations). You will need to file your official application with your county or state offices. Include a copy of your filing here.*



### LLC Announcement

*Insert a copy of your LLC announcement here if you have one.*

### Sample Articles of Incorporation

*If you were starting your business in South Carolina, you would go to the following site for the forms needed to start your partnership, LLC, or corporation:*

[businessfilings.sc.gov/BusinessFiling/Home/DownloadForms?pdfCategoryId=1&category=Starting%20a%20Business%20in%20South%20Carolina](https://businessfilings.sc.gov/BusinessFiling/Home/DownloadForms?pdfCategoryId=1&category=Starting%20a%20Business%20in%20South%20Carolina)



## Sample Job Description

Job Title: \_\_\_\_\_

Location: \_\_\_\_\_

Terms: \_\_\_\_\_

Salary/rate: \_\_\_\_\_

Requirements:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_



## Team Policies

*Insert any team policies you have here.*



## Employer Identification Number (EIN)

Go to the IRS website ([sa.www4.irs.gov/modiein/individual](https://sa.www4.irs.gov/modiein/individual)) to obtain an EIN. Include a copy of your filing here.

## Estimated Taxes for the First Few Quarters

*Insert your estimated taxes for the first few quarters here.*

## Property Taxes (If Applicable)

*If your business pays property taxes, insert the amounts here.*



## Permits

*If your business requires a permit or license, contact the website in the municipality in which you wish to do business. Include copies of any permits or licenses here.*



## Risk Management Plan

*Include copies of insurance policies, a risk assessment, and any plans for future risk management here.*