

Business plan template

01. Executive summary

Start by giving readers an overview of your proposal. Summarize critical information, from your company description to financial projections.

02. Company description

Go deep into the core of your business and elaborate on what it does, where it's located, how it operates and why it exists. Include your company's mission statement, values and goals.

Business name

Company mission statement

Goals

03. Products and services

Give a thorough description of your products or services and how they work, and include production costs, pricing plan and the profit you intend to make.

Product/service name

How it works

Price

04. Market analysis

Provide a detailed overview of the makeup of your target audience and industry, using market research and writing out the related findings on your competitors, market's demographics, buyer persona and the current status of your industry.

05. Marketing and operations plan

Explain how your business idea will reach and convert your target audience.

Discuss how you will achieve the order fulfillment of your products or management of your bookings.

06. Management and organization

Tell your readers how your business will be structured and who will be the people to make your brand what it is. Be sure to give a brief description of their roles and responsibilities.

07. Financial projections

Be clear and calculated with your investors about startup costs, sales forecasts, and the funding you're requesting from them.

08. Appendices

List any additional information to support your business plan, including license, trademarks, patents, contracts and other charts or spreadsheets.