## **Business Plan Template**

**Business Name**:

**Students Names**:

### 1. Executive Summary

* What is the name of your business?
* What products or services do you offer?
* What is your mission statement?
* What are your business goals and objectives?
* Who are the founders, and what is their professional background?

### 2. Company Description

* What type of business structure have you chosen (sole proprietorship, partnership, corporation)?
* What needs does your business address?
* Why will your business succeed?
* Who are your potential customers?
* What is your business model (how will you make money)?

### 3. Market Analysis

* Who is your target market (age, location, gender, income level)?
* What are the current trends in your industry?
* Who are your competitors? What are their strengths and weaknesses?
* What is your potential market share?
* How will you differentiate yourself from competitors?

### 4. Organization and Management

* What is the organizational structure of your business?
* Who are the key team members, and what are their roles?
* What relevant experience does each team member bring to the business?
* Are there any advisors or consultants involved?

### 5. Service or Product Line

* What are the details of the products or services you plan to sell?
* What are the benefits of your products or services to the customer?
* What is the product lifecycle?
* Do you have any patents or copyrights?
* Are there future products or services planned?

### 6. Marketing and Sales Strategy

* How will you attract and retain customers?
* What are your marketing and promotional strategies?
* What sales tactics will you employ?
* How will you position your product or service in the market?
* What channels will you use to reach your customers (online, store front, mail order)?

### 7. Funding Request

* How much funding do you need to start or expand your business?
* What will you use the funding for?
* Over what period will the funding be used?
* Are you seeking debt or equity financing?
* What are your terms for repayment?

### 8. Financial Projections

* What are your projected revenues for the next 1-5 years?
* What are your projected expenses for the next 1-5 years?
* Include projected income statements, balance sheets, cash flow statements, and capital expenditure budgets.
* How will you manage cash flow to ensure sustainable business operations?

### 9. Appendix

* Include any additional information that helps support your business plan.
* Possible additions: resumes of key team members, legal agreements, technical drawings, marketing materials, detailed financial tables.