Business Plan Outline

FOR ENTREPRENEURS

A comprehensive business plan outline to get you started

University of Phoenix®

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Executive Summary

Purpose: Summarize your business idea, objectives and key highlights of your plan.

BUSINESS NAME:

MISSION STATEMENT:

The Product/Service Briefly describe your product or service.	
Competitors Add a brief list of your competitors. You can also describe how you will be different from them.	
Financial Status Include what your financial status is right now and what your goal for the future is.	
Future Plans Add any future plans for your business, including goals.	

Business Description

In this section, explain in detail what the business does.

What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach?

How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

Goals

Give a brief introduction to the goals you have for your business.
This can include any notes or things you want to remember for when you look back at this document.

Goal 1:

Goal 2:

Goal 3:

Goal #1

Briefly introduce your first goal here.
Make this statement clear and concise.

START DATE:

COMPLETION DATE:

STEPS TO MAKE GOAL 1 HAPPEN

1.
    a.
    b.
    c.
2.
    a.
    b.
    c.
3.
    a.
    b.
    c.

THINGS TO CONSIDER

Make notes in this section about things to consider and possible obstacles you may need to overcome to reach your goal.

Goal #2

Briefly introduce your second goal here.
Make this statement clear and concise.

START DATE:

COMPLETION DATE:

STEPS TO MAKE GOAL 2 HAPPEN

1.
    a.
    b.
    c.
2.
    a.
    b.
    c.
3.
    a.
    b.
    c.

Goal #3

Briefly introduce your third goal here.
Make this statement clear and concise.

START DATE:

COMPLETION DATE:

STEPS TO MAKE GOAL 3 HAPPEN

1.
    a.
    b.
    c.
2.
    a.
    b.
    c.
3.
    a.
    b.
    c.

Competitor Analysis

Add a brief description about the competitor analysis you have completed for your business. Are there any big players? What are they doing well and what can you do better than them?

Competitor Name	Strengths and Weaknesses

Market Research

Include a brief introduction to your market research.

How did you obtain this information?
What are the resources?
What is the conclusion of your findings?

TARGET MARKET

Explain your target market. Who are they? Where do you find them? What do they do for work? How much money do they make?

What else can you find out about your target market to help create a strategy in marketing to them?

EXAMPLES OF KEY STATISTICS

25-45 Target Age	F Females	3+ hrs On Social Media Per Day
$80k Average Yearly Income	45% Shop on Mobile Devices	8/10 Own Business/Personal Brand

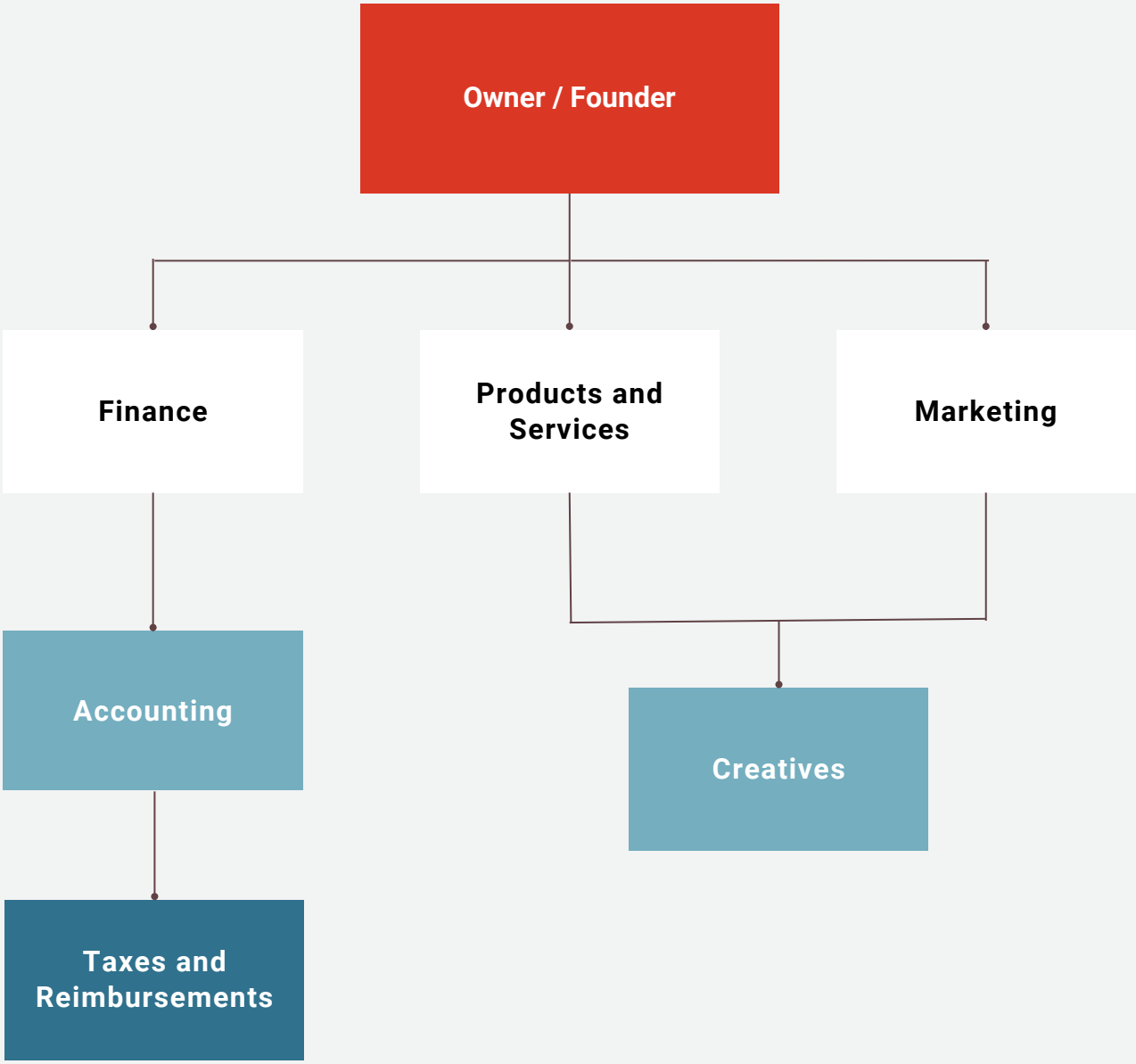
Team Roles and Responsibilities

Include a brief description here about the team roles and responsibilities.
Use this table to outline each team member's role and responsibility.

Team member	Role	Responsibilities

Team Structure

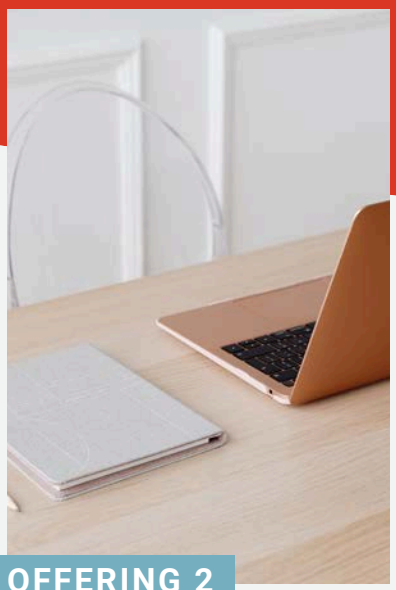
Create a team structure map similar to the example below to help define roles.



Service Offerings

Briefly introduce your service offerings here. Why are you offering these services? Over the next few pages you'll have an opportunity to expand on each offer individually.

OFFERING 1



OFFERING 2

OFFERING 3

Offering 1

PRICE

Describe the service offering. What are the benefits? Why do you offer this service? How does this service compare to services offered by your competitors?

- Add key points about the offering
  - Add a sub point
  -

Offering 2

PRICE

Describe the service offering. What are the benefits? Why do you offer this service? How does this service compare to services offered by your competitors?

- Add key points about the offering
  - Add a sub point
  -

Offering 3

PRICE

Describe the service offering. What are the benefits? Why do you offer this service? How does this service compare to services offered by your competitors?

- Add key points about the offering
  - Add a sub point
  -

Marketing Plan

Method	Description	Budget

SWOT Analysis

A SWOT analysis is a strategic planning tool to identify and evaluate the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** related to a business, project or decision. It helps in understanding both internal and external factors that can impact success.

Strengths	• • • •
Weaknesses	• • • •
Opportunities	• • • •
Threats	• • • •

Funding Request

Create a brief summary of exactly how much you're asking for, and what that amount will go to. Be as specific as possible.

_____

_____

_____

Requested amount and form (loan, equity, etc.):

_____

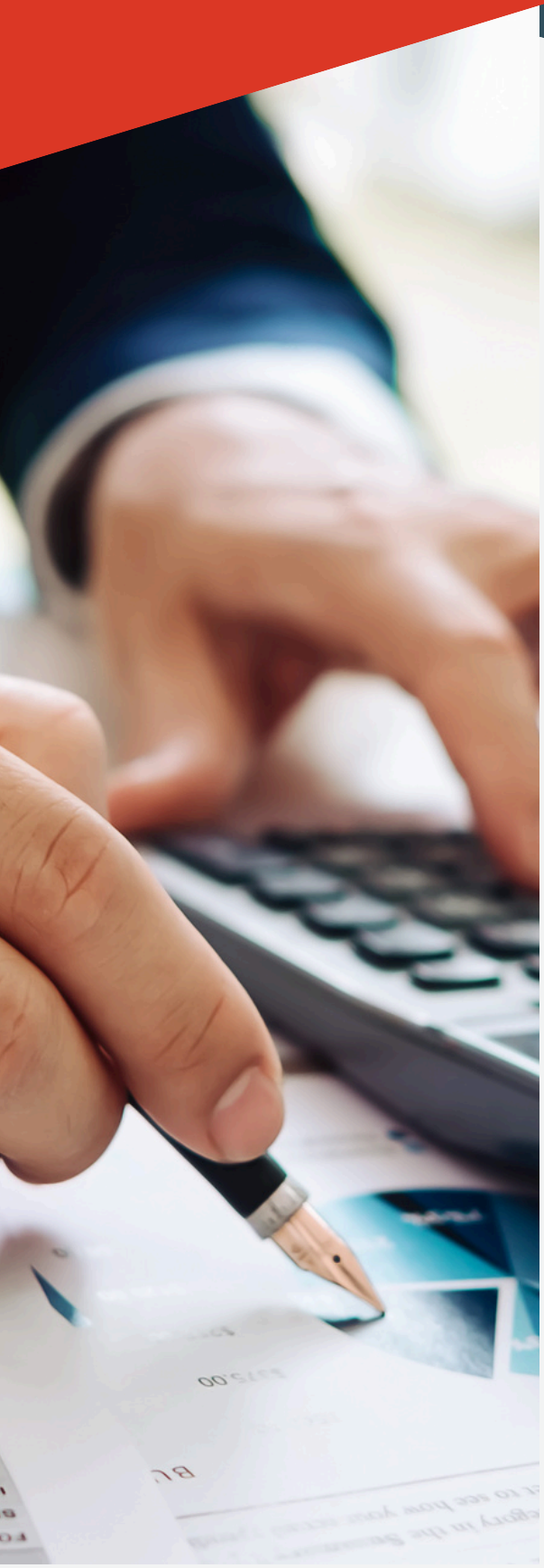
Projected primary ongoing annual expenses with dollar value:

- Payroll
- Benefits
- Taxes
- Advertising
- Travel
- Rent
- Utilities
- Maintenance
- Supplies
- Insurance
- Permits
- Licenses

APPENDIX OF OFFICIAL DOCUMENTS

Assemble a well-organized appendix for investors to reference, including:

- Deeds, local permits and legal documents
- Certifications that boost your credibility
- Business registries and professional licenses
- Patents and intellectual properties
- Industry associations and memberships
- State and federal identification numbers or codes
- Key customer contracts and purchase orders



Financial Projections

Provide a detailed five-year forecast for income, cash flow and balance sheets, as well as a break-even analysis. Make sure your estimates are realistic and show how the business will be profitable and sustainable into the future.

Future Plans and Milestones

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings and major partnerships.

2035

2045

2030

Briefly describe what the milestone or plan is for this year.

2040

Notes & Thoughts

Appendix

The appendix typically includes supplementary information that supports the main content. This can include resumés of key team members, detailed market research data, legal documents, product photographs and any other relevant documents.

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