CONFIDENTIAL

“ Name of business ”

BUSINESS PLAN

“ My name “

Submitted to:

Mr. Robinson

“ Date ”

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**Business Overview/Executive Summary**

Summary

Mission Statement

History

**Management**

**Operations**

**Market Research**

**S.W.O.T Analysis**

**Strengths:**

**Weakness:**

**Opportunities:**

**Threats:**

**Marketing Mix (Four P’s)**

**Product:**

**Place:**

**Promotion:**

**Price:**

**Market Size**

(Number of people in my target market) x (Amount they will spend ($)) =

(Market Size)

**Target Market**

Customer Profile (describing my regular loyal customers)

**Competition**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Business | Strengths(what they do well) | Weaknesses(How could I Compete) | Prices |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

**Suppliers**

**Financial Plan**

**Start Up Costs**

|  |  |
| --- | --- |
| **Item** | **Cost** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **TOTAL A** |  |

**Sources of Funding**

|  |  |
| --- | --- |
| **Sources of Funding** | **Amount** |
|  |  |
|  |  |
|  |  |
|  |  |
| **TOTAL B** |  |

TOTAL A should be close to the same as TOTAL B, you only need to raise what you need to start up the business.

**Cash Flow Projection**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Starting date |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Owner's name |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Total** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |   |
|  |   |   |   |   |   |   |   |   |   |   |   |   |   |
| **INCOME** |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Cash sales |   |   |   |   |   |   |   |   |   |   |   |   |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |  |
| **TOTAL CASH RECEIVED** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total cash available** |  |  |  |  |  |  |  |  |  |  |  |  |   |
|  |   |   |   |   |   |   |   |   |   |   |   |   |   |
| **CASH PAID OUT** |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Advertising |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Insurance |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Materials and supplies |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Office expense |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Rent or lease |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Repairs and maintenance |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Supplies  |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Utilities |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Wages  |   |   |   |   |   |   |   |   |   |   |   |   |  |
| Miscellaneous |   |   |   |   |   |   |   |   |   |   |   |   |  |
| **SUBTOTAL** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Owners' withdrawal |   |   |   |   |   |   |   |   |   |   |   |   |  |
| **TOTAL CASH PAID OUT** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cash on hand (end of month)** |  |  |  |  |  |  |  |  |  |  |  |  |   |
|  |   |   |   |   |   |   |   |   |   |   |   |   |   |

**Appendix**