CONFIDENTIAL

“ Name of business ”

BUSINESS PLAN

“ My name “

Submitted to:

Mr. Robinson

“ Date ”

**Table of Contents**

Business Overview

Summary p.3

Mission Statement

History

Management p.4

Market Research p.5

4 P’s and S.W.O.T Analysis

Target Market

Customer Profile

Competition

Market Size

Marketing Mix p.8

Supplier’s p.9

Operations p.10

Financial Plan p.11

Start-up Expenses

Cash Flow Projection

Appendix Logo p.13

**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**