INSERT YOUR LOGO & TAGLINE HERE!

**Name of Company**

**Business Plan**

January 2014

*Prepared by your name here, Owner*

Street Address

City, State Zip

Phone Number

This document contains confidential and proprietary information belonging

exclusively to *your company name here*.

TABLE OF CONTENTS

EXECUTIVE SUMMARY #

*Introduction* #

*Products And Services* #

*Market Summary* #

*Competitive Position* #

*Financial Position* #

*Mission Statement* #

*Vision Statement* #

COMPANY DESCRIPTION #

*Company Name* #

*Business Summary* #

*Form of Ownership* #

*Industry Classification* #

*Location* #

*Year Established* #

*Primary Function* #

*Employees* #

*Business Advisors* #

DESCRIPTION OF PRODUCTS AND SERVICES #

*Description of the Industry* #

*Products and/or Services Provided* #

*Nature of the Work* #

MARKET ANALYSIS #

*Analysis of the Target Market* #

*Analysis of the Competition* #

*The Outlook of the Industry* #

*Owner’s Personal Strengths* #

MARKETING PLAN #

*Product* #

*Place* #

*Price* #

*Promotion* #

OPERATING PLAN #

*Purchasing* #

*Production* #

*Sales and Marketing* #

*Accounting* #

*Distribution* #

*Year Established* #

*Primary Function* #

*Employees* #

*Business Advisors* #

FINANCIALS #

*Schedule of Startup Funds Required* #

*Projected Income Statement – Year 1* #

TABLE OF CONTENTS (con’t)

SUPPLEMENTAL ATTACHMENTS #

*Logo and Tagline* #

*Business Card* #

*Company Letterhead* #

*Brochure* #

*Newspaper Advertisement* #

## Executive Summary

**I. Introduction**

**II. Products and Services**

**III. Market Summary**

**IV. Competitive Position**

**V. Financial Position**

**VI. Mission Statement**

**VII. Vision Statement**

## Company Description

**I. Company Name**

**II. Business Summary**

**III. Form of Ownership**

**IV. Industry Classification**

**V. Location**

**VI. Year Established**

**VII. Primary Function**

**VIII. Employees**

**IX. Business Advisors**

## Description of Products and Services

**I. Description of the Industry**

**II. Products and/or Services Provided**

**III. Nature of the Work**

## Market Analysis

**I. Analysis of the Target Market**

**II. Analysis of the Competition**

**III. The Outlook of the Industry**

**IV. Owner’s Personal Strengths**

## Marketing Plan

**I. Product**

**II. Place**

**III. Price**

**IV. Promotion**

## Operating Plan

**I. Purchasing**

**II. Production**

**III. Sales and Marketing**

**IV. Accounting**

**V. Distribution**

**Schedule of Startup Funds Required**

**Projected Income Statement – Year 1**

**SUPPLEMENTAL**

**ATTACHMENTS**

The Supplemental Attachment section of this business plan contains

a series of documents that demonstrate the owner’s ability to

effectively market and promote *your company name*.

Attachment 1: Logo and Tagline

Attachment 2: Business Card

Attachment 3: Company Letterhead

Attachment 4: Brochure

Attachment 5: Newspaper Advertisement