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**BUSINESS PLAN TEMPLATE**

**XXX Company**

**P. O. Box XXX**

**Honolulu, HI. 96823**

**Email Address**

**Telephone**

**Business Description and Vision:**

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| * Mission statement (business purpose). * Company vision (statement about company growth). * Business goals and objectives. * Brief history of the business. * List of key company principals. |

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| **After reviewing this section the reader should know:**   * Who the business is and what it stands for. * Your perception of the company’s growth & potential. * Specific goals and objectives of the business. * Background information about the company. |

**Definition of the Market**

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| **This section should:**   * Describe your business industry and outlook. * Define the critical needs of your perceived or existing market. * Identify your target market. * Provide a general profile of your targeted clients. * Describe what share of the market you currently have and/or anticipate. |

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| **After reviewing this section the reader should know:**   * Basic information about the industry you operate in and the customer needs you are fulfilling. * The scope and share of your business market, as well as who your target customers are. |
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**Description of Products and Services**

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| **This section should:**   * Specifically describe all of your products and services. * Explain how your products and services are competitive. * If applicable, reference a picture or brochure of your products, which would be included in the plan’s appendix. |

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| **After reviewing this section the reader should know:**   * Why you are in business. * What your products and services are and how much they sell for. * How and why your products & services are competitive. |
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**Organization and Management**

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| **This section should:**   * Provide a description of how your company is organized as well as an organization chart, if available. * Describe the legal structure of your business (proprietorship, partnership, corporation, etc.). * Identify necessary or special licenses and/or permits your business operates with. * Provide a brief bio description of key managers within the company. |

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| **After reviewing this section the reader should know:**   * The legal form of ownership for your business. * Who the leaders are in your business as well as their roles. * The general flow of operations within the firm. |
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| **Marketing and Sales Strategy**   |  | | --- | | **This section should:**   * Identify and describe your market – who your customers are and what the demand is for your products & services. * Describe your channels of distribution. * Explain your sales strategy, specific to pricing, promotion, products and place (4Ps). |  |  | | --- | | **After reviewing this section the reader should know:**   * Who your market is and how you will reach it. * How your company will apply pricing, promotion, product diversification and channel distribution to sell your products and services competitively |   **Financial Management**   |  | | --- | | **This section should include:**   * For a New Business   + Estimate of start-up costs.   + Projected balance sheet (1 year forward).   + Projected income statement (1 year forward).   + Projected cash flow statement (12 months forward). * For an Existing Business   + Balance sheets (last 3 years).   + Income statements (last 3 years).   + Cash flow statement (12 months). * If Applying for a Loan (in addition to the above)   + Current personal financial statement on each principal.   + Federal tax return for prior year. |  |  | | --- | | **After reviewing this section the reader should:**   * Have a good understanding regarding the financial capacity and/or projections for your company. | |

**Executive Summary**

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| **This section should:**   * Be written last. * Provide an enthusiastic snapshot of your company, explaining who you are, what you do and why. * Be less than 2 pages in length. |

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| **After reviewing this section the reader should:**   * Want to learn more about your business. * Have a basic understanding about your company. |
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