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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.
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**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**

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| **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).
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| **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
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**Financial Management**

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| **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.
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| **After reviewing this section the reader should:** * Have a good understanding regarding the financial capacity and/or projections for your company.
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**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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