Business Plan Template

Provide answers to the following questions regarding your business or start-up concept. The responses form the essential parts of a business plan.

# Essential Information

**Company name, address, contact information, partners**

Text here.

# Summary

**Briefly describe your business model. What is unique about the product/service, and what proprietary rights does the business have? (Elevator pitch)**

Text here.

# Market

 resources to help you with this section: [What is Marketing?](https://www.initiateprosperity.org/marketing/marketing-basics/what-is-marketing-video) [Finding Customers](https://www.initiateprosperity.org/marketing/marketing-basics/finding-customers)

**What are your target markets (primary characte­­­ristics of the market you are trying to target)?**

Text here.

**What are your tactics to gain the customers you need to make your business successful?**

Text here.

**What are secondary markets that may develop as your business grows? Describe.**

Text here.

**What are the unique products and services you are offering?**

Text here.

**What benefits does your product or service provide to your customers?**

Text here.

**How does your product or service make your customers’ lives easier?**

Text here.

**What unique experiences and knowledge do you bring to the business?**

Text here.

# Competition

**Who are the major competitors, and what are their strengths and weaknesses?**

Text here.

**What is market research have you conducted to confirm that include specific facts and figures from your business?**

Text here.

**How difficult would it be for another competitor to enter the market place in the next 6-12 months?**

Text here.

**Have you realistically examined the prices of your products/services and understand how they compare to your competitors?**

Text here.

# Operations

 resources to help you with this section: [Organizational Types](https://www.initiateprosperity.org/management/business-management/organizational-types)  [Which Organization Type is Right for You?](https://www.initiateprosperity.org/management/business-management/which-organization-type-is-right-for-you)

**What form of organization does the business operate under and why? (IE. Sole Prop, LLC, S-Corp, C-Corp, LLP)**

Text here.

**Who are your current employee, what are their roles, and who do your plan on hiring in the next year?**

Text here.

**Who are the key management team members, and what skills do they have to help the business on a daily basis?**

Text here.

# Financial Information

**Cash Flow**

 resources to help you with this section: [Value of a Cash Flow Budget](https://www.initiateprosperity.org/money/cash-flow/value-of-a-cash-flow-budget) [Planning for Cash Flow](https://www.initiateprosperity.org/money/cash-flow/planning-for-cash-flow)

**What systems do you have in place to manage cash flow and to address any shortfalls?**

Text here.

**Have you developed financial projections for your business including profit and loss, balance sheet, and cash flow statements?**

Text here.

**Operating Costs**

**How much cash will be needed to operate this business (regular fixed monthly expenses such as rent, utilities, wages)?**

Text here.

**Owner’s Needs (Salary)**

**How much are you relying on the income of the business to support your family?**

Text here.

**Break-Even**

 resource to help you with this section: [Break-Even & Target Profit Calculator](https://www.initiateprosperity.org/money/profitability/break-even-target-profit)

**Have you calculated the amount of sales your business will require in year one to breakeven (pay loan, operating expenses, and salaries)?**

Text here.

# Jobs, Employees

**How are you positioning your business to attract and retain employees? How will you offer a quality job for you and your employees? (i.e., living wage, job security, stable hours & scheduling, paid leave, benefits, career building opportunities)**

Text here.