

[LOGO]

[BUSINESS PLAN TITLE]

[DATE]

[COMPANY NAME]

[OWNER NAME]

[CREATED ON: ORIGINAL DATE BUSINESS CREATED]

[ADDRESS]

[PHONE]

[EMAIL]

[WEBSITE]

I. Business Structure

In this section, you will define how your business will be structured. Answer as many questions as you desire for your business. Once you have completed the answers, you should write the structure in narrative format:

1. Is your business primarily home-based?

Yes _____

No _____

2. Is your business full-time or part-time?

Full-time _____

3. What is the form of business ownership? Please circle one:

___ **Sole proprietorship:** A type of business where a single individual is fully and personally responsible for all the debts and obligations of the company.

___ **Partnership:** A type of business where two or more people share in the profits and losses of the company.

___ **Corporation:** A type of business where the company itself is a legal entity having the same rights and obligations of a real person. A corporation is owned by shareholders who enjoy limited liability for any losses or obligations of the company.

___ **Limited Liability Company (L.L.C.):** A limited liability company (LLC) is a business entity that enjoys the attractive features of both a partnership and a corporation. It is similar to a corporation in that the liability exposure of individual members is limited to what each member has invested in the business. In addition, an LLC can be structured to be taxed only at one level, similar to a partnership.

II. COMPANY DESCRIPTION

Describe your business and identify the marketplace needs for your product or service. Briefly describe your key customers and how you intend to succeed.

For example, if your business is a small coffee gluten-free cafe, your description may read something like, "Deane's House is a small, café focused on serving premium brewed coffee and fresh gluten-free baked goods. Deane's House is a

relaxed, family-dentered environment. located one block from the local n the heart of downtown. It provides a relaxed, healthy atmosphere for business people who have a gluten allergy or just want the healthy aspect of eating low-carb gluten baked goods. The atmosphere is one where people feel comfortable socializing for hours over coffee and good food. By focusing on excellent ambiance, close location, premium products, and superb customer service, Deane's coffee will differentiate itself from its competition."

VISION/MISSION STATEMENT

III. PRODUCT/SERVICES DESCRIPTION

Briefly describe the main product or service of the company using the following criteria:

- What is the main product or service of the company?
- What problem does the product or service solve?
- What is the general price of the product or service?
- What are the specifications of the product or service (i.e., if your service is a coaching business, what programs have your developed or are you developing to solve the needs of your customers)
- Is there a technical aspect that distinguishes the product of the company from the competitions?
- What is unique about the product or service your company offers?

Be thorough but remember that your audience may not be familiar with all the technical aspects of your products. Make your description easy to understand.

Use complete sentences.

IV. TARGET PROSPECTS

Describe your target market by answering these questions:

- What is the target market for the company?
- Is the target market young adults? Seniors? Homeowners? The general public?
- Is the target market local? Municipal? Regional? National?
- Is the product intended for commercial customers?

- If your target market are individual customers, what are their demographics (age, sex, income, race, etc.?)
- If your target market is corporations, what size corporation, in what industry, who in the corporation is your target individual, etc.?

Use complete sentences.

V. COMPETITION

Who are your major competitors and where are they?

Launch Schedule:

Date	Description	Resource (Who)

Marketing Plan

Possible marketing activities:

Description	Date to Launch

NOTES