

Business Plan Template

The purpose of this document is to provide a format for creating a preliminary business plan for a new enterprise. The business plan is structured in five parts.

Part 1 Describe the Business	
<p>Mission and purpose (needs we will address, how we will address them, principles that will guide our work)</p>	<p>Product and service offering (generic and expected, augmented and potential)</p>
Part 2: Describe the Market	
<p>Profile of the ideal customer</p> <ul style="list-style-type: none"> • Industry (or industry segment) served: • Location: • Size of firm: • Quality, technology, price preferences: 	
<p>Describe the competition</p> <ul style="list-style-type: none"> • Current competitors: • Customer's internal capabilities: • New entrants/substitutes: 	<p>What will you count on to win?</p> <ul style="list-style-type: none"> • Customer intimacy? • Product superiority? • Operational excellence?

Part 3: Describe the Organization	
<p>Principals (name and brief biography)</p> <p>Members of “extended enterprise”</p>	<p>Legal structure</p> <ul style="list-style-type: none"> • Sole proprietorship • Partnership • Subchapter S corporation/LLC • C corporation
<p>Protection of intellectual property</p> <ul style="list-style-type: none"> • Patent • Trademark • Copyright • Trade secrets • None needed 	<p>Managing day-to-day activities</p> <ul style="list-style-type: none"> • Website design and maintenance • Proposals, contracts, and purchase orders • Bookkeeping, taxes, tax records, tax reporting • Payroll (self or service?) • Invoicing, accounts payable and receivable • Managing and protecting intellectual property
Part 4: Develop the Marketing and Sales Strategy	
<p>Marketing strategy</p> <ul style="list-style-type: none"> • Pricing model and pricing: • Product diversification: • Promotion: • Placement (channel options) 	<p>Sales strategy</p> <ul style="list-style-type: none"> • Who will do the selling? <i>Harry W.</i> • Who is the typical contact in the customer organization? • How will we identify and develop leads?

Part 5: Develop Financing Plan

Start-up costs

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Revenue projection (conservative case)

Revenue projection (aggressive case)

First-year balance sheet

First year expenses

- Advertising
- Computers and office equipment
- Bank and credit card fees:
- Bookkeeping fees:
- Subcontractors
- Travel and entertainment:
- Legal and professional services:
- Printing, postage and stationery:
- Rent:
- Telephone and utilities

First year revenues