

XYZ Company

BUSINESS PLAN

DATE

Confidential

Contact:

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APPENDICES:	
Appendix 1 – (Fill in)	
Appendix 2 – (Fill in)	
Appendix 3 – (Fill in & add appendices as necessary)	

EXECUTIVE SUMMARY

Company Background

(One paragraph on basic company information including age of company, founders names and/or aggregate information, current company size in employees and/or sales, major products or services, and sources and amounts of funding to date. If you are seeking funding, include a sentence on the amount of funding sought and what it's going to be used for.)

Customer Needs and the XYZ Solution

(2-4 paragraphs describing the need for your product or service. Describe the current problem and how your product or service will fix it. Use high quality third-party verification if possible. This is a very critical part of the business plan so be clear and concise with descriptions of target customers, their needs, and your company's solution.)

Management Team

(Team member #1 name, title) – (1-3 sentences of most critical background information)

(Team member #2 name, title) – (1-3 sentences of most critical background information)

(Team member #3 name, title) – (1-3 sentences of most critical background information)

(Team member #4 name, title) – (1-3 sentences of most critical background information)

(Team member #5 name, title) – (1-3 sentences of most critical background information, add additional management team members as necessary)

Financing Required

(1-2 paragraphs on your current budget, summary of the inset financial projections, funding required to continue operations as well as future forecasts using the funding sought. The inset table is a summary of the information in the annual income statement.)

(\$'s)	2004	2005	2006	2007	2008
Revenues	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
COGS	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
Operating Expenses	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
Net Income	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)

I. THE COMPANY – XYZ

The Vision

(One paragraph describing the vision for your company. Why you started the business and/or how you recognized the needs of your target customers. If possible, mention the problems target customers face.)

The Company

(1-2 paragraphs including the date your company was established, explanation of the major services or products the company produces, founders names, current company size in terms of employees and/or sales, a brief overview of company history as well as any other pertinent information to be addressed regarding the company's future.)

Mission Statement

(One sentence describing the overall goal your company wishes to seek. Should include your target customers and your solution for their need.)

Business Strategy and Objectives

(One sentence on how the following tables indicate specific objectives and strategies your company will use to ensure its advantages over the competition.)

Business Objectives
<ul style="list-style-type: none">• (Fill in – Business Objectives are an expansion on your mission statement – go into more detail on 3 or 4 specific goals you set for your company.)•

Key Strategies
<ul style="list-style-type: none">• (Fill in – Key Strategies are very general explanations of how your company will be reaching its goals or objectives listed above.)•

II. THE PRODUCT – ABC

Critical Industry Trends

(1-2 paragraphs on the industry you are operating within. Focus on the information from your research on relevant industry trends – that is trends that help to create and define the opportunity for your company.)

Existing Alternative Products

(One paragraph per each of the major competitive categories. This is a description of types of competition from a broad perspective, not a list of competing companies. Move from most general, indirect category of competition to most specific, direct category. Be sure to include in each paragraph how that category of competition underserves the market and has contributed to the need for your product or service.)

XYZ Product Offering

(1-4 paragraphs of explanation for each major product or service YOUR company is offering. The beginning of this section should immediately address specifically how your product or service out-performs its most direct competitive category. Description should be in-depth and should give the reader a good picture of what the product or service is or would be like.)

Competitive Advantages

Competitive Advantages	
(Name of Competitive Advantage #1)	(Fill in description of competitive advantage #1)
(Name of Competitive Advantage #2)	(Fill in description of competitive advantage #2)
(Name of Competitive Advantage #3)	(Fill in description of competitive advantage #3 & add competitive advantages as necessary)

III. MARKET OPPORTUNITY

XYZ Target Customers

(1-3 paragraphs describing target customers. Explain customer demographics in as much detail as possible and how your target group fits into the larger market.)

Needs of the Customer

(3-5 paragraphs describing the problem your product will cure. Go into specifics on the breadth (numbers) and depth (severity) of the problem. Use third party verification and statistics if possible.)

The XYZ Solution

XYZ is meeting the needs of the market by providing:

- **(Advantage #1):** (Give a brief description of how this feature is superior to other products or services.)
- **(Advantage #2):** (Give a brief description of how this feature is superior to other products or services.)
- **(Advantage #3):** (Give a brief description of how this feature is superior to other products or services.)

Advantages of ABC

- 1) (Fill In – Advantage #1)
- 2) (Fill In – Advantage #2)
- 3) (Fill In – Advantage #3)
- 4) (Fill In – Advantage #4)

- **(Advantage #4):** (Give a brief description of how this feature is superior to other products or services & add additional advantages as necessary.)

Market Reaction

(One paragraph showing how the market has been or might be affected by your product or service. If any customer testimonies are available, place in this section and/or in an appendix.)

Marketing Strategy

(1-2 paragraphs giving a description of how the company will attempt to establish themselves in the market and reach their target markets.)

Promotional Component	Details
(Name of Component #1)	• (Fill in)
(Name of Component #2)	• (Fill in)
(Name of Component #3)	• (Fill in)
(Name of Component #4)	• (Fill in and add promotional components as necessary)

(One sentence on how the promotional campaign will help your product or service gain market acceptance.)

Target Market Segment-	Target Market Description	Estimated Date
(Name of Target Customer Group #1)	• (Size, description of customer group #1)	(Mo/Yr of Launch)
(Name of Target Customer Group #2)	• (Size, description of customer group #2)	(Mo/Yr of Launch)

(Name of Target Customer Group #3 & add additional target customer groups as necessary)	<ul style="list-style-type: none"> (Size, description of customer group #3) 	(Mo/Yr of Launch)
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Pricing

(1-2 paragraphs on how current prices for products or services, an explanation of how pricing is set, and how pricing compares to the market.)

Competition

(One paragraph on the overall competitive nature of the market. Within your product or service category, describe the number of players, trends in competition, and the general level of competition of the existing customers. Then mention that the following table describes each of your major competitors.)

Competitor	Description
(Competitor #1 Name)	<ul style="list-style-type: none"> (Fill in competitor information, including deficiencies in servicing your target customer group) .
(Competitor #2 Name)	<ul style="list-style-type: none"> (Fill in competitor information, including deficiencies in servicing your target customer group) .
(Competitor #3 Name)	<ul style="list-style-type: none"> (Fill in competitor information, including deficiencies in servicing your target customer group) .
(Competitor #4 Name)	<ul style="list-style-type: none"> (Fill in competitor information, including deficiencies in servicing your target customer group & add additional competitors as necessary) .

(One sentence explanation how your company will attempt to either compete with or work around major competitors.)

Future Markets

(1-2 paragraphs on any additional markets your company might attempt to go into and a brief plan on how and when you plan to enter them.)

IV. MANAGEMENT TEAM

(1-2 paragraphs on your management team focusing on anything that makes you and your team qualified to run your company. Include information on the division of duties and If applicable, also mention that management resumes can be found in Appendix X.)

(Team member #1 name, title) – (1-2 paragraphs of background information. Include information on past experience operating or working in small businesses, industry experience, education, and/or general business expertise.)

(Team member #2 name, title) – (1-2 paragraphs of background information. Include information on past experience operating or working in small businesses, industry experience, education, and/or general business expertise.)

(Team member #3 name, title) – (1-2 paragraphs of background information. Include information on past experience operating or working in small businesses, industry experience, education, and/or general business expertise.)

(Team member #4 name, title) – (1-2 paragraphs of background information. Include information on past experience operating or working in small businesses, industry experience, education, and/or general business expertise. Add additional management team members as necessary.)

V. BUSINESS MODEL

Business Development Schedule

Major Company Milestones	Target Completion
• (Fill in Milestone #1 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #2 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #3 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #4 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #5 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #6 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #7 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #8 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #9 – all should be in chronological order.)	(Fill in Mo/Year)
• (Fill in Milestone #10 – all should be in chronological order.)	(Fill in Mo/Year)

Business Operations

(1-3 paragraphs describing business operations including manufacturing of product or the service process, listing key suppliers, distributors, and other parties that help support your production or service process. In the case of a service or retail business, a description of the service or retail experience can be included.)

VI. CRITICAL RISKS & CONTINGENCY PLANS

Critical Risk	Contingent Strategy
(Name of Risk #1)	• (Fill in solutions/plans to limit/reduce risk) •
(Name of Risk #2)	• (Fill in solutions/plans to limit/reduce risk) •
(Name of Risk #3)	• (Fill in solutions/plans to limit/reduce risk & add additional risks and contingencies as necessary.) •

VII. FINANCIAL PERFORMANCE

Financial Projections

(1-3 paragraphs on current financial information and financial projections including a very high level summary

(\$'s)	2004	2005	2006	2007	2008
Revenues	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
COGS	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
Gross Profit	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
Operating Expenses	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
Operating Profit	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)
Net Income	(Fill In)	(Fill In)	(Fill In)	(Fill In)	(Fill In)

of past (if applicable), present (if applicable), and trends in future sales, expenses, costs, and net income. The inset table is a summary of the information in the annual income statement.)

Revenues and Major Expenses

(1-2 paragraphs describing the sources of major revenues in your business and your primary areas of expense. Include a list of your major start-up costs and ongoing operational expenses.)

VII. FINANCING REQUIRED

Current Financing

(One paragraph describing the historical funding of your business, including the owners' investment to date in equity or loans and any other funds used to finance operations (outside equity investments, grants, loans, lines of credit, credit cards, etc.))

Additional Funds Required

(1-2 paragraphs describing the current funding needs of the business as well as any additional long term funds that will be sought in the next three to five years. If you are not seeking any external funding with this plan, indicate that here. If you are seeking funds, be sure to note the type of funds sought, what funds will be used for, when you plan on attaining them (month, year).)