



Business Plan Doc






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Business Plan

Section 1: Executive Summary

Business Plan  work management >  SEO

[< Summary](#)

<input type="checkbox"/>	Item	Team Inv 	Status 	Dependent On 
<input type="checkbox"/>	Define our Vision & G 		Working on it	

Executive Summary:

A summary of your business plan

Section 2: Company Description

Company name:	
Address:	
Telephone number:	
Owner names:	
Owner responsibilities:	

Business Overview:

Sum up your business idea

Business Goals:

What do you want to achieve in your first year of business?

Financial Goals:

What do you want to achieve financially in your first year of business?

Section 3: Product Offer

Our Offer:

Describe our main offer and services

Product/service	Features	Benefit

Section 4: Target Market Analysis

Table



Target Customer	Need	Budget

- What is the market size?
- What do your customers want?
- What is your evidence?

Section 5: Marketing Plan

Core Marketing message	Strategy	Budget

Section 6: Competitor Analysis

Table
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What is our competitive advantage?
1.
2.
3.

Key Strengths	Key Weaknesses	Key Opportunities	Key Threats
1.			
2.			
3.			

Section 7: Financial Projections

Product/Service	Your price(s)	Competitor prices
Product A	\$600	\$650
Service B	\$400	\$350
Product C	\$200	\$200

	2022
Anticipated Total Revenue:	\$1,000,000
Anticipated Total Expenses:	\$170,000
Anticipated NET Income before taxes:	\$830,000
Anticipated Income tax expense:	\$100,000
Anticipated NET Income:	\$730,000