# **Business Plan**

A sign on the side of the water

Description automatically generated

A business plan is a written roadmap for your business. The business plan contains important information that potential investors, partners, and bankers would want to know, accurately summarizing what your business is about and how it can generate value for all stakeholders.

Fill out the following sections to create your business plan:

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| BUSINESS PLAN | |
| **Executive Summary** | * Overview of business plan, outlining company background product/service and other important elements of the company strategy. |
| **Company Description** | * Company vision, mission and purpose * Background and history * Value proposition * Market/Industry Outlook |
| **Products/Services** | * Product(s)/Service(s) * Features * Benefits * Resources |
| **Marketing Plan** | * Market segment * Target market * Product/service offer * Marketing strategies * Budget |
| **Operational Plan** | * Company policies and procedures * Production processes and systems * Resource allocation * Organizational structure * Management and staffing |
| **Startup Expenses** | * General expense * Product development * Inventory * Operating expense * Overhead expense * Marketing budget * Payroll * Contingency fund |
| **Financial Plan** | * Short-term assets * Long-term assets * Short-term liabilities * Long-term liabilities * Projected sales/revenue (1-3 years) * Projected expense (1-3 years) |