Business Plan Guide for a Startup Business

A startup business plan can help in many ways: it is a guide to the launch and growth of your new business, to do your research and assist you with business funding. It is an opportunity to carefully think through every step of starting your own business so you can prepare for success. A good business plan is clear and brief – keep it simple. An outsider should be able to understand it.

Business Plan

[Insert Date]

**Name of your Business:** ­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Location (Village, Island): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mobile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Facebook Page: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Executive Summary

**The Executive Summary should briefly explain your business idea and what it means to you. It should give readers some information about your business, the problem it solves, your target market and highlights. Explain what is so interesting about it. Keep it brief and to the point.**

Executive Summary:

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# Background

Provide some background information about your business idea. **Tell us why you decided to be in business and explain why you think this business idea is needed or required. Where did you get this idea from?**

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What do you need to start your business?

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# Company Goals

This section is about your business. Use this part to help you complete this section.

## Company Description Worksheet

|  |  |
| --- | --- |
| **Your Mission Statement**  *What does your company stand for?* |  |
| **Business**  **Values**  What are your values? |  |
| **Goals –** What are your short-term & long-term goals? | 1.  2.  3. |
| **Target Market**  *Who are your main customers? Who are you targeting?* |  |
| **Competitors**  Every business has competitors. Who are they? Do you know their strengths? | 1.  2.  3. |

# Products & Services

The following section explains in more detail the products and services of your business. After reading this section, the reader should have a clear understanding of what your business does, what problem it solves for customers, and the unique selling points that makes it competitive.

## 

## Product & Service Description Worksheet – Complete and fill in these details

|  |  |
| --- | --- |
| **PRODUCT & SERVICES – Where will you source this from?** |  |
| **Product – Where will this be produced and how will it be delivered?** |  |
| **Services: How will you service your client’s requirements and how will you deliver these services?** |  |
| **Special Benefits, Features & Unique Selling Points**  What is so unique about your product or services? |  |
| **Product or service Pricing – Describe the Pricing Structure** How will your pricing help attract customers? |  |
| **What permits do you require? (if any)** |  |

# Marketing Plan

This section provides details on how you will market your business to new and existing customers.

### Market research

Tell us, what research have you done so far about your business idea?

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## SWOT Analysis Worksheet – Use this worksheet to help you understand your strengths, weaknesses etc

|  |  |
| --- | --- |
| Strengths – What are your business strengths? | Weaknesses – What are the businesses weaknesses? |
| 1.  2.  3.  4. | 1.  2.  3.  4. |
| Opportunities – What business opportunities are there? | Threats – What are the threats to the business? |
| 1.  2.  3.  4. | 1.  2.  3.  4. |

### How you will market your product/service?

Tell us what marketing and advertising have you done or will be doing to help promote your business?

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### Marketing budget

Tell us how much do you plan to spend on the marketing and advertising?

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### 12-month sales forecast

Create your own month-by-month sales estimate. It is helpful to create estimates based on how much you think you will be selling next month or the month after. If you’ve already made some sales, you can use this to get you started.. 12 month sales forecast should include the total amount of sales made for that month. Please ask your Client Manager to send you a copy of the Sales Forecast and Cashflow Worksheet as well.

# Now That You’re (Almost) Finished . . .

Remember to go back, and complete the Executive Summary. *After you’ve filled out all the worksheets and executive summary, print them out and now, you have a business plan. Congratulations! Review this after 3 months in case there were any changes to the business plan.*