

# **BUSINESS PLAN**

..... NAME SURNAME

..... NAME OF BUSINESS

..... MONTH/YEAR



**REPRESENTED BY: ..... NAME OF ACCOUNTANT**

..... ADDRESS OF ACCOUNTANT

..... EMAIL/WEBSITE OF ACCOUNTANT

Legal Page

**Confidentiality Agreement**

The undersigned reader acknowledges that the information provided by ..... (name surname) in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of .....(name surname).

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to .....(name surname).

Upon request, this document is to be immediately returned to .....(name surname).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (typed or printed)

\_\_\_\_\_  
Date

This is a business plan. It does not imply an offering of securities.

## Table of Contents

|   |    |
|---|----|
| Chart: Highlights.....                        | 3  |
| 1.1 Objectives .....                          | 3  |
| 1.2 Mission.....                              | 3  |
| 1.3 Keys to Success .....                     | 3  |
| 2.0 Company Summary.....                      | 4  |
| 2.1 Start-up Summary .....                    | 4  |
| Table: Start-up .....                         | 5  |
| Chart: Start-up.....                          | 6  |
| 3.0 Services .....                            | 6  |
| 4.0 Market Analysis Summary.....              | 7  |
| 5.0 Strategy and Implementation Summary ..... | 10 |
| 5.1 SWOT Analysis .....                       | 10 |
| 5.1.1 Strengths.....                          | 10 |
| 5.1.2 Weaknesses .....                        | 10 |
| 5.1.3 Opportunities .....                     | 10 |
| 5.1.4 Threats .....                           | 11 |
| 5.2 Competitive Edge and Competitors.....     | 11 |
| 5.3 Marketing Strategy .....                  | 12 |
| 5.4 Sales Strategy.....                       | 13 |
| 5.4.1 Sales Forecast .....                    | 13 |
| Table: Sales Forecast .....                   | 14 |
| Chart: Sales Monthly .....                    | 15 |
| Chart: Sales by Year.....                     | 15 |
| 6.0 Financial Plan.....                       | 15 |
| 6.1 Start-up Funding.....                     | 16 |
| Table: Start-up Funding.....                  | 16 |
| 6.2 Break-even Analysis .....                 | 16 |
| Table: Break-even Analysis .....              | 17 |
| Chart: Break-even Analysis .....              | 17 |
| 6.3 Projected Profit and Loss .....           | 17 |
| Table: Profit and Loss .....                  | 17 |
| Chart: Profit Monthly.....                    | 19 |
| Chart: Profit Yearly.....                     | 19 |
| Chart: Gross Margin Monthly.....              | 20 |
| Chart: Gross Margin Yearly .....              | 20 |
| 6.4 Projected Cash Flow .....                 | 20 |
| Table: Cash Flow .....                        | 21 |
| Chart: Cash.....                              | 22 |
| 6.5 Projected Balance Sheet .....             | 22 |
| Table: Balance Sheet .....                    | 22 |
| Table: Sales Forecast .....                   | 1  |
| Table: Profit and Loss .....                  | 2  |
| Table: Cash Flow .....                        | 3  |
| Table: Balance Sheet .....                    | 5  |

**Appendix:**

Table: Sales Forecast

Table: Profit and Loss

Table: Cash Flow

Table: Balance Sheet