



## BUSINESS PLAN TEMPLATE

This template is designed to help you put together a business plan by completing the sections listed below with as much detail as possible. Avoid one word or short answers.

**Full Name:**

**Business Name:**

Sections:

- 1.1 Executive Summary
- 1.2 Team Profile
- 1.3 Business Environment and Market Analysis
- 1.4 Finance and Cash Flow
- 1.5 Pricing (Products/Services)
- 1.6 Operations
- 1.7 Risk Analysis

### 1.1 Executive Summary

Provide an overview of your business or idea and how you started or what inspired it. Include details on why there is a need for your product or service.

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### 1.2 Team Profile

Including yourself, list the other people involved in the business; and their responsibilities. What qualifications or experience does each person have for their role?

### 1.3 Business Environment & Market Analysis

List your top five (5) competitors and a [SWOT](#) (Strengths, Weaknesses, Opportunities and Threats) analysis of your business and competitors. Who is your primary customer or client? What marketing strategies will you use to attract and retain your customers or clients?

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### 1.4 Finance and Cash Flow

How much money do you need to start or expand your business and what will it be used for? Provide a list of assets, goods or services that will be essential for your business and their costs. What is your projected monthly revenue from sales and ongoing expenses? Complete a Cash Flow available here:

<http://www.accessccf.com/tools-templates>.

### 1.5 Pricing (Products/Services)

How much will you charge for your product (s) or service (s)? How did you come up with the price point (s)? Have you factored in your operating expenses and your profit margin? What factors may affect your price point (s) in the long term and how will you adapt?

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### 1.6 Operations

List the daily tasks you need to perform to keep your business running efficiently (daily operations), e.g. booking customers/clients and closing a sales; inventory management, etc. For each task, list the person responsible e.g. yourself or other staff or partners.

### 1.7 Risk Analysis

What are the major risks or challenges that could negatively impact the success of your business and how will you to deal with them? If your business does not do well, how do you plan to repay your creditors and suppliers?