

[NAME OF BUSINESS]

BUSINESS PLAN

[date business plan issued]

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Business Plan Copy No. _____

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [NAME OF BUSINESS] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF BUSINESS].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF BUSINESS].

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Signature

Print Name

Date

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**[NAME OF BUSINESS]
BUSINESS PLAN**

EXECUTIVE SUMMARY

(NOTE: The Executive Summary is the section of the business plan in which you give an overview of the business and highlight the key points and the purpose of your business plan.)

[NAME OF BUSINESS] (the "Business") is a sole proprietorship owned and operated by _____. This business plan is intended as a guide for starting and managing the Business and will also serve as the basis for a separate, detailed marketing plan.

The Business plans to provide _____ *[set out the products & services the business will provide]*. Our keys to success are fast and reliable provision of quality services, marketing, networking, responsiveness to our customers, and generating repeat businesses.

The Business's goals are (i) to provide high quality _____ services to our customers; (ii) to generate a profit; and (iii) to grow at a steady and manageable rate.

The local market for the Business will be _____.

An initial financial analysis of the viability of the Business shows excellent promise and results. The Business is an easy start-up with little required in the way of start-up capital, and it has the potential to be quite profitable.

This plan projects rapid growth and high net profits over the next three years. Implementing this plan, in conjunction with a comprehensive and detailed marketing plan, will ensure that the Business rapidly becomes a profitable venture for the owner.

I. BUSINESS OBJECTIVES

(NOTE: This section sets out the corporate objectives, mission statement, current phase of your business, and the Business's goals and objectives for future growth.)

1.1 Purpose of Plan

[revise as necessary: The purposes of this business plan are to provide a written guide for starting up and managing the Business, and to provide a strategic framework for developing a comprehensive tactical marketing plan. The plan is intended to be a guide for the owner of the Business, and is not intended to obtain financing from outside sources. The scope of this plan is to provide detailed monthly projections for the current plan year, and yearly summaries for the following two years.

1.2 Goals & Objectives

The Business's long-term goals are (i) to provide high quality _____ services to our customers in an efficient and expedient manner, so as to encourage repeat business and create a loyal customer base; (ii) to generate sufficient profits to finance future growth and to provide the resources necessary to achieve the other objectives of the Business and its owner; and (iii) to grow at a steady and manageable rate.

The short-term objective is to start up the Business quickly and inexpensively, with a minimum of debt.

1.3 Mission

The Business will provide high-quality, efficient, expedient and experienced services to local businesses. By providing top level services and communicating effectively with our customers, the Business will generate enough repeat customers to provide a stable client base and generate sufficient profits to meet the needs of the Business and the financial goals of the owner.

1.4 Keys to Success

The keys to the Business' success are:

- marketing and networking, creating a brand;
- quick response times;
- provision of high-quality reliable service;
- developing good long-term relationships with customers and suppliers.

II. THE BUSINESS

(NOTE: Use this section to describe the history, structure, purpose, operations, management, personnel and strategic alliances of the business. If you are starting up a new company, describe the proposed structure and management team, and set out the reasons for starting up the business.)

2.1 Background & Structure

The Business will be a sole proprietorship, owned and operated by _____. The goal is to start the venture as inexpensively as possible, with no debt financing. _____, the owner of the Business, has _____ years experience in the field of _____.

While initially a sole proprietorship, incorporation may be explored as a later option.

2.2 Facilities & Operations

The Business will be operated out of a home office located in the owner's residence. Total start-up expenses are estimated to be approximately \$_____, all of which will be financed through owner investment. The Business will utilize the owner's current computer system, and will purchase additional office and other equipment required by the Business, including _____ *[[list]]*. A separate

business line will be installed into the home office. Utility costs have been included in the start-up costs under the item heading "Rent".

As technology changes rapidly, it will be important to devote a reasonable portion of each year's revenues toward upgrading the computer equipment and software used by the Business.

III. DESCRIPTION OF PRODUCTS & SERVICES

(NOTE: In this section, describe your current products and services, what features or offerings set your products and services apart from your competitors, R&D plans, future enhancements, production and distribution strategies. Include data on proprietary processes, patents, copyrights, etc, which make your products unique.)

3.1 Products & Services

The Business will offer the following products and services: *[list products and services]*. The services will be provided exclusively by the Business' owner, and will be reasonably but competitively priced.

[outline your service guarantees, manufacturer's warranties, etc]

3.2 Future Plans & Opportunities

[discuss how you plan to expand in future, and what you see as future opportunities for the business to expand, grow and develop]

THIS IS A 14-PAGE TEMPLATE.