

[NAME OF BUSINESS]

BUSINESS PLAN

[date business plan issued]

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Business Plan Copy No. _____

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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].

Upon request, this document is to be immediately returned to [NAME OF BUSINESS].

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.)

The Business

[NAME OF BUSINESS] (the "Business") is a sole proprietorship owned and operated by _____ (the "Proprietor"). The Business will provide custom tailoring and alterations to _____ [city] and the surrounding area. The Proprietor has ____ years experience in the tailoring industry, and can provide high quality work at a faster turnaround rate than any other local competitor.

The Proprietor has targeted _____ as the opening date for the shop. The location of the Business is _____. This location is an excellent choice, as it is located near _____ and allows easy access and plenty of parking for potential customers.

Besides the Proprietor, the Business will employ _____ full-time employees, and will retain additional outside contractors as required.

Goals

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.

Target Markets

Through the Proprietor's _____ years in the industry, s/he has developed an established clientele who have indicated that they intend to use the Business for their tailoring needs.

The Business will target professional business people, university and college students, and families and individuals in the area, with a particular emphasis on special occasions such as weddings and graduations.

Competition

Competition in the area is limited. The Business' competitors have failed to meet the public's demand for high quality at a fast turnaround rate. The Business can meet this market need, and will leverage this into a successful business operation.

Purpose of the Business Plan

The purpose of the Business plan is to secure a loan in the amount of \$_____. The loan proceeds will be used to _____ [briefly describe, e.g. to purchase necessary equipment, to lease suitable space, etc.].

I. BUSINESS INFORMATION

1.1 History

The Business is a new business registered on _____ [date] to serve the tailoring and alterations needs of the _____ area. The Business has no prior business history.

1.2 Goals & Objectives

The Business's long-term goals are (i) to provide high quality tailoring 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 in time to meet the projected opening date.

1.3 Mission

The mission of the Business is to provide the _____ area with high quality tailoring and clothing alteration services, at a reasonable price and with a faster turnaround time than our competitors. In this way, the Business will provide customer satisfaction and 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 with the public, creating a brand;
- provision of high-quality reliable service in a timely manner;
- developing good long-term relationships with customers and suppliers.

1.5 Risk Factors

The Business has identified the following risk factors which could hamper its success:

- problems generating visibility;
- overly aggressive and debilitating actions by competitors;
- changes in consumer buying trends;
- [include any other risk factors]

Worst case scenarios would include:

- determining that the Business cannot support itself on an ongoing basis;
- having to liquidate equipment or property to cover liabilities;
- [include any other "worst case" situations]