

Thank you for downloading this business plan template from Quikstone Capital Solutions. Our goal is to help you succeed. A business plan is useful for any business to help secure funding, catch the attention of potential investors or set business goals. Following this template will help you quickly build a business plan you can use and update at any time.

This may seem like a daunting exercise but don’t be overwhelmed. Simply reading through the outline and making some notes can help to uncover things you may not have thought of when you decided to start a business. It is your plan and you can make it as formal or as informal as you like. Just going through the process is an important step in making sure your new business is positioned for success.

Company Name

Company slogan or tagline

Date

Contact Name

Email Address

Business Address

City, State Zip

Website URL

Business Plan

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# EXECUTIVE SUMMARY

While writing your executive summary, keep in mind that it might be the most important portion of your business plan. It’s essentially the summary of your entire plan, and if you’re in need of funding, it will be your way to grab the attention of investors and lenders. If you do not hook them from the start, they may not even finish reading your plan.

You should always review your executive summary and make edits after you’ve finished writing your plan. This way you’ve been able to give a lot of thought to each section and can summarize it well.

The executive summary should briefly explain each of the following:

* **Summarize your business** idea.
* **Describe your product and/or service.** An easy way to do this is to ask yourself what problems you are solving for your target customers?
* **What are your goals for the business?** Set goals as to where you’d like your business to be in 1 year, 5 years, 10 years.
* **Outline your target market.** Briefly describe your ideal customers.
* **What makes you different?** Describe your competition and how you plan to stand out against them.
* **Your experience.** What experience are you bringing to the table to make sure your business succeeds.
* **Finances:** If you’re using the business plan for financing purposes, explain exactly how much money you want, how you will use it, and how you intend to profit.

Your Executive Summary should be limited to one or two pages.

# COMPANY DESCRIPTION

This section explains the basic elements of your business. Include the following.

## Company Mission Statement

A mission statement is a brief explanation of your company’s reason for existing. It can be as short as a marketing slogan or descriptive and lengthy.

## Company Philosophy and Vision

* What values and standards does your company believe in? Honesty, loyalty, integrity, and fun are values that might be important to your business.
* Vision refers to the long-term outlook for your business. What do you want it to become in the long term? For example, owning a restaurant could turn into owning a chain of restaurants on the east coast.

## Company Goals

Specify your long- and short-term goals as well as any milestones or benchmarks you will use to measure your progress. For instance, if one of your goals is to open a second location, milestones might include reaching a specific sales volume.

## Target Market

You will cover this in-depth in the Marketing Plan section. Here, briefly summarize your ideal customer.

## Industry

Describe your industry and what makes your business model able to compete.

## Legal Structure

* Is your business a sole proprietorship, LLC, partnership or corporation and why?
* If there are multiple owners, explain how ownership is divided. If you have investors, explain the percentage of shares they own. This information is vital to investors and lenders.

# PRODUCTS & SERVICES

In this section you should go into detail about your products and/or services that your company offers. Here are a few points you should touch on:

* **Your company’s products and/or services:** What do you sell? How is it produced? Where is it located? How is it delivered? Answering these questions will give investors insight into your day-to-day business.
* **Why is there a need for your product?** Your business needs to solve a problem that consumers face. What does your solution offer that similar solutions don’t? Explain in detail what issue your product or service solves and how it is better than competitors on the market. If you have acquired a patent or license for your solution, include that in this portion of your plan. Proprietary information can make or break a funding decision.
* **Product pricing**: Explain your pricing structure. How is your product or service priced in terms of competition? How will that pricing strategy help you attract customers? With your pricing structure set as it is, what is your profit margin?

After reading this section, readers should have a clear understanding of what your business does, why there’s a need for it, and what makes it competitive.

# MARKETING PLAN

In this section you will outline how you intend to attract potential customers and get them to purchase your product or service.

## Market Research

Having accurate details is very important for investors and yourself to rely on. You should research these points of your market niche:

* Industry size
* Industry trends
* Size of your target market
* Trends in your target market

## Target Customer

In this section you will describe your buyer persona or target customer. You may have multiple segments depending on your products and services, so do not be afraid to list them all. An accurate buyer persona allows you to personalize your marketing efforts on a large scale. A persona is exactly what it sounds like. You want to make a model of your target customer and treat it as if it was a real person. When you think of a buyer persona as a real person, it allows for personalized marketing efforts. Here are a few key points to define when building buyer personas.

* Age
* Gender
* Behavior
* Location
* Goals
* Occupation
* Pain Points
* Buying Patterns
* Income
* Education level

## Marketing Strategy

In this portion of your plan explain the marketing goals, objectives, strategies and tactics you plan to use to gain customers. In this day and age there are many ways to market your business effectively. Some of the most popular ways to market a business are:

* Social media marketing
* Relationship marketing
* Email marketing
* Mobile marketing
* Search engine optimization
* Content marketing
* Video marketing
* Advertising

A few popular ways to advertise your business are:

* Social media
* Pay-per-click (PPC)
* Banner ads
* Influencer marketing
* Print
* Radio
* TV

Which of these avenues do you feel would be most effective for your business? How do you plan on leveraging them to grow your business?

## Marketing Budget

Now that you know how you want to market your business you need to decide how much you plan to spend to meet your marketing goals.

# OPERATIONAL PLAN

This portion of your plan will go into detail about the day-to-day operations of your business. This includes how you produce your end product or service, where you are located, your equipment, and your employees.

## Production

What is the production process for your product? How to you provide your service to the end customer? Describe these methods in detail here. Include the training and equipment you will use and how much it will cost to gain the end product.

## Quality Control

What is your quality control process? How will you ensure continuity and consistency across the board when producing your product or providing your service?

## Location

Location goes beyond just where your business located. Other important factors about your company’s location include the size of your location, the type of building you rent/own, what the building is zoned for, cost of rent/mortgage, cost of utilities, and employee/customer accessibility. List these details in this part of your plan.

## Inventory

In this section, detail your inventory processes. Explain what kind of inventory you plan to store, how you plan to store it, how you plan to track it, its value, anticipated turnover, equipment inventory needed, and supply inventory needed. You can also use this section to discuss potential inventory management solutions and their costs.

## Suppliers

In this section provide key details about your suppliers. Include information about their location, reliability, pricing, delivery processes, payment terms, and the last time you evaluated new vendors.

## Personnel

In this portion of your plan, go into detail about your employees. Here are a few questions to answer in this section:

* How many employees does your business need to operate?
* What kind of education do your employees need?
* What positions are the positions within your organization?
* How will you train your employees?
* What is the pay structure?
* What is your hiring process?

# MANAGEMENT TEAM

This section outlines who is leading your organization. This gives potential investors a good understanding of your leadership team’s qualifications.

## Biographies

In this section briefly describe each member of the management team and their title. You can summarize their experience and the skills they bring to your company.

## Organization Chart

Develop and include a leadership organization chart. If you have unfilled roles please include them in this section, as well as detailing the open roles above.

# FINANCIAL PLAN

Financing may be the most important aspect of your plan especially if you are looking to gain investors or funding. This portion of your plan should address goals, projected sales and expenses. It is important to go into detail and address the following.

## Profit & Loss Projections

Your projected income statement is going to be a huge bargaining chip for potential investors. They are interested in these numbers and how you estimate them. Include the following in your projected income statement:

* Expenses—Payroll, supplies, maintenance, advertising, travel, insurance, utilities, etc.
* Cost of sales
* Revenue
* Profit
* Break even analysis

It is most important to project your income statement for one year, but you can also include a 3-year projection if you think things will change substantially.

## Projected Balance Sheet

Much like a profit and loss projection, a projected balance sheet is very important to investors. A balance sheet levels out a company’s worth by subtracting their liabilities from their assets. In this section build a projected balance sheet and be sure to include explanations for your estimated numbers. A balance sheet should include:

* Current liabilities—Accounts payable, taxes, debt payments, etc.
* Equity—earnings, equipment, land, and invested capital

## Funding

If you intend on seeking funding with your business plan, in this section detail what you will use the funding on. This could be anything from start-up costs, inventory, renovations, equipment, etc. If your lenders see a value in what you intend on using this funding for, they are more inclined to contribute.