

How to use this Business Plan Template

Replace Sample Text

Text inside brackets [] is meant to be read by you but then deleted. This includes suggested questions to answer, template help and general tips.

Table of Contents, Sections and Headings

If you want to add a new section so that the Table of Contents updates automatically, just add a new heading in the body of the document and **assign it the Heading 1 or Heading 2 style**.

To update the Table of Contents, go to the **References** tab and within the Table of Contents button group, click on Update Table and then "Update entire table."

Financial Tables, Charts and the Companion Excel Workbook

Edit and customize the various financial tables provided in the companion Excel workbook and then paste them into this document. This allows you to take advantage of the calculations that Excel will do automatically. The sample tables and charts you see in this document have all been created this way.

Pasting tables from Excel to Word: Use Copy/Paste to copy a table from Excel to Word. This will typically paste the data as a formatted and editable table in Word, though none of the formulas will be functional within Word (and the table will not be linked to Excel). If you don't want the table to be editable in Word, you can "Paste as a Picture" using Paste Special or by choosing the "Picture" option when you right-click in the document to paste the table.

Pasting charts from Excel to Word: When you paste a chart object into your business plan, make sure to "Paste as a Picture" because pasting the chart as an embedded object means that the entire spreadsheet becomes embedded in your Word document (even though what you see is only the chart).

Figure Titles and Captions

Paragraph styles have been created for making it easy to put a title or caption on the figures you include in this template (charts, tables, pictures, etc.). They are called **Figure Title** and **Figure Caption** and can be found in the **Home** tab Styles section.

Business Plan

NAME OF BUSINESS

Street Address
City, ST 87654

Ted Black
President

12345 Somewhere Street
Some City, AB 87654

Phone: (123) 456-7890
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Sue Black
President

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1 Executive Summary

1.1 The Quick Pitch

[In one sentence... what does our company do?]

[Tip: Being able to describe what your business does in just once sentence will be a huge asset to you as you talk about it with others. Work on refining your quick pitch again after completing your business plan.]

1.2 The Problem

[What problem are you solving for the consumer?]

[How big is the problem?]

[Are there currently any solutions out there?]

1.3 The Solution

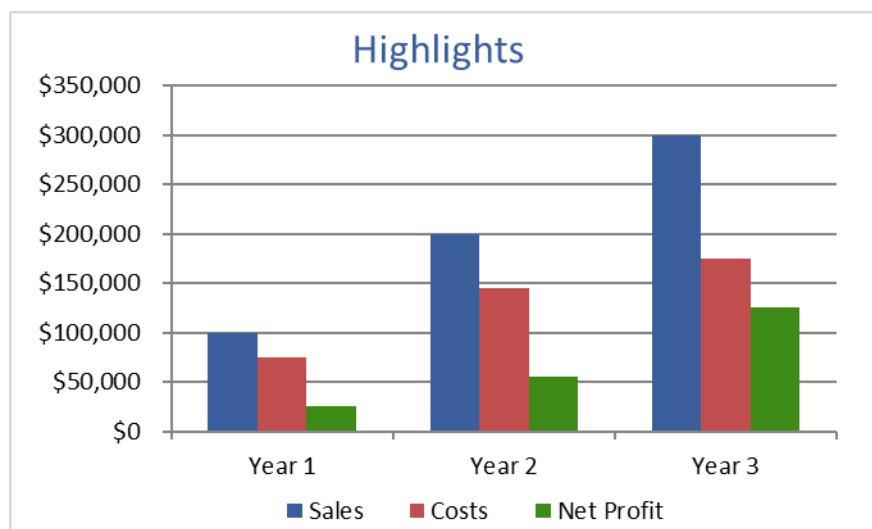
[How does your business solve the problem?]

[Is it a simple solution or a complex solution?]

[Tip: If it is complex, how can you make it simple, or describe it more simply?]

1.4 Highlights

[Type content here]



[Optional caption for graph]

1.5 Keys to Success

[What are the main steps you'll need to take to be successful (3-6 steps)?]

2 Our Team & Organization

2.1 Mission Statement

[This mission statement should be related to your team and organization]

2.2 Management & Team

[Who is working on this with you?]

[What are your backgrounds?]

[What industry experience do they have?]

[What makes your team qualified to make your business a success?]

[Who do you need to hire?]

Professional and Advisory Support	
Board of Directors	[names]
Management Advisory Board	
Attorney	
Accountant	
Insurance Agent	
Banker	
Consultant(s)	
Mentors and Key Advisors	

2.3 Company Goals and Objectives

[Type content here]

3 Products & Services

[Type content here]

4 Market Analysis

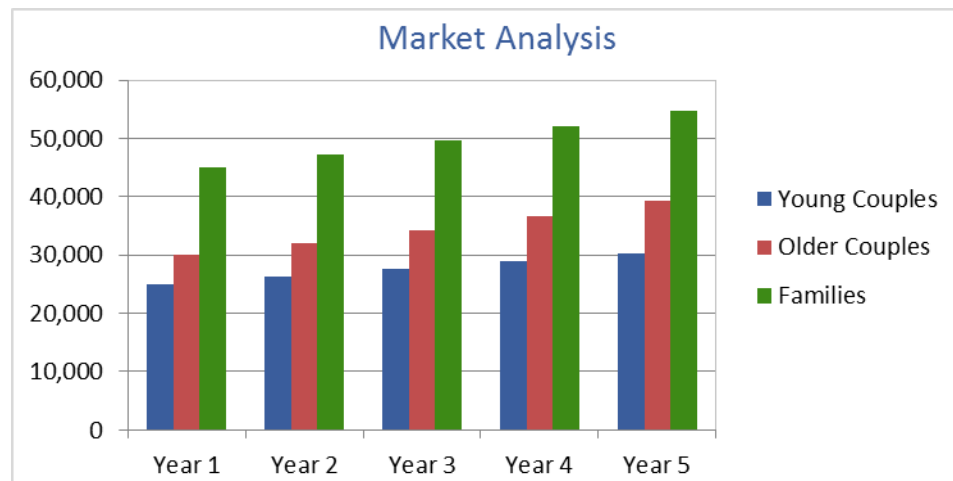
4.1 Market Summary

[How big is the market for your business & how much demand is there?]

4.2 Customers

[Describe your target audience.]

[How much will your target audience pay for your product/service?]



[Optional caption]

4.3 Competition

[How much competition is out there?]

[Who are your competitors and what are their strengths and weaknesses?]

[How is your business and solution better than theirs?]

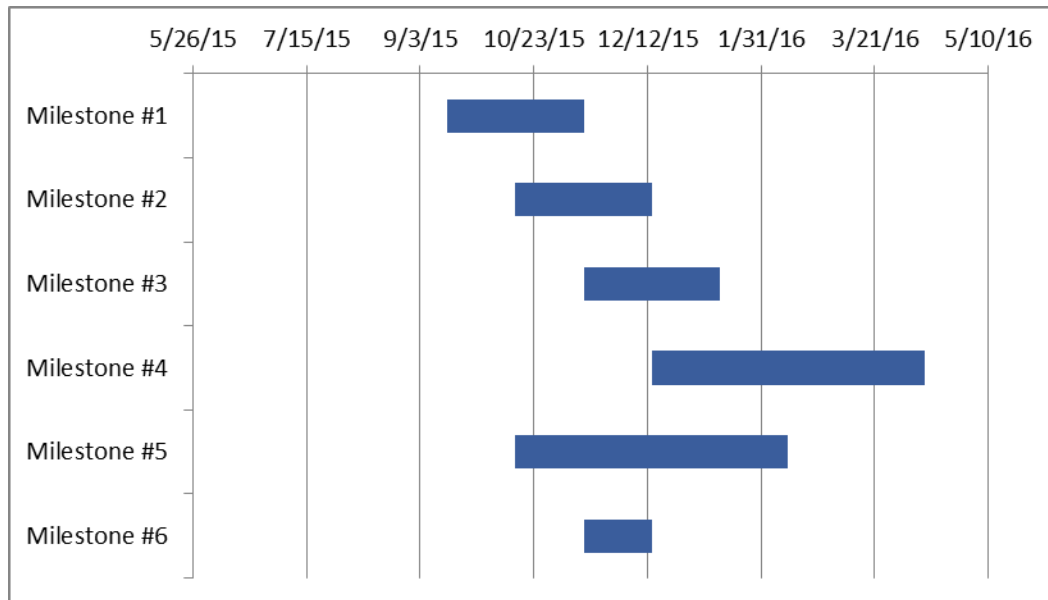
FACTOR	Me	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Products						
Price						
Quality						
Selection						
Service						
Reliability						
Stability						
Expertise						
Reputation						
Location						
Appearance						
Sales Method						
Credit Policies						
Advertising						
Image						

5 Strategy & Implementation

5.1 Milestones (Keys to Success)

[What are the main steps you'll need to take to be successful (3-6 steps)?]

[Figure Title]



[Copy this chart object from Excel and Paste it **as a picture** in this document]

Milestone	Start Date	Duration	End Date	Budget
Milestone #1	9/15/2015	60	11/14/2015	\$10,000
Milestone #2	10/15/2015	60	12/14/2015	\$20,000
Milestone #3	11/14/2015	60	1/13/2016	\$30,000
Milestone #4	12/14/2015	120	4/12/2016	\$20,000
Milestone #5	10/15/2015	120	2/12/2016	\$10,000
Milestone #6	11/14/2015	30	12/14/2015	\$20,000
Total				\$110,000

[See the Milestones worksheet in the companion workbook]

5.2 Customer Acquisition

[How will you gain customers?]

[How much money will it take to gain them?]

[What will your Customer Lifetime Value be?]

5.3 Pricing Strategy and Revenue Model

[What will your pricing strategy be?]

[What is your revenue model?]

6 Financial Plan & Projections

6.1 Start-up Expenses & Funding

[Briefly summarize the start-up expenses and sources for funding and explain any anomalies shown in the tables. Customize the expense and funding tables in the business plan companion spreadsheet then copy and paste them below.]

Start-up Expenses	
<i>Fixed Costs</i>	
Legal and Permits	\$5,000
Stationery and Supplies	\$3,000
Insurance	\$10,000
Rent	\$2,000
Office Equipment	\$5,000
Website Development	\$5,000
Print Advertisements	\$10,000
Brochures	\$5,000
Total Fixed Costs	\$45,000
<i>Average Monthly Costs</i>	
Rent	\$2,000
Utilities	\$5,000
Salaries / Wages	\$5,000
Total Average Monthly Costs	\$12,000
x Number of Months:	\$6
Total Monthly Costs	\$72,000
Total Startup Expenses	\$117,000
Start-up Assets	
<i>Owner Funding</i>	
Owner 1 Cash	\$50,000
Owner 2 Cash	\$50,000
Other	
Total Owner Funding	\$100,000
<i>Loans</i>	
Bank Loan 1	\$0
Bank Loan 2	\$0
Other	
Total Loans	\$0
<i>Other</i>	
Grant 1	\$0
Grant 2	\$0
Other	
Total Other Funding	\$0
Total Start-up Assets	\$100,000

6.2 Sales Forecast

[What assumptions are you making and how might they change?]

[See the sales forecast worksheet in the companion Excel workbook]

Units Sold	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Total Units Sold
Product/Service A	500	525	550	575	550	525	525	550	575	600	650	650	6775
Product/Service B	1500	1000	1000	1250	1250	1500	1500	1750	2000	2500	3000	3000	21250

Unit Price													Avg Unit Price
Product/Service A	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99
Product/Service B	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99

Sales Growth Rate													Avg Growth Rate
Product/Service A	0%	5%	5%	5%	-4%	-5%	0%	5%	5%	4%	8%	0%	2%
Product/Service B	0%	-33%	0%	25%	0%	20%	0%	17%	14%	25%	20%	0%	8%

Revenue													Total Revenue
Product/Service A	\$9,995	\$10,495	\$10,995	\$11,494	\$10,995	\$10,495	\$10,495	\$10,995	\$11,494	\$11,994	\$12,994	\$12,994	\$135,432
Product/Service B	\$22,485	\$14,990	\$14,990	\$18,738	\$18,738	\$22,485	\$22,485	\$26,233	\$29,980	\$37,475	\$44,970	\$44,970	\$318,538
Total Revenue	\$32,480	\$25,485	\$25,985	\$30,232	\$29,732	\$32,980	\$32,980	\$37,227	\$41,474	\$49,469	\$57,964	\$57,964	\$453,970

Unit COGS													Avg COGS
Product/Service A	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.00	\$4.00	\$4.00	\$4.38
Product/Service B	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10	\$3.10

Margin Per Unit													Avg Margin
Product/Service A	\$15.49	\$15.49	\$15.49	\$15.49	\$15.49	\$15.49	\$15.49	\$15.49	\$15.49	\$15.99	\$15.99	\$15.99	\$15.62
Product/Service B	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89	\$11.89

Gross Profit													Total
Product/Service A	\$7,745	\$8,132	\$8,520	\$8,907	\$8,520	\$8,132	\$8,132	\$8,520	\$8,907	\$9,594	\$10,394	\$10,394	\$105,895
Product/Service B	\$17,835	\$11,890	\$11,890	\$14,863	\$14,863	\$17,835	\$17,835	\$20,808	\$23,780	\$29,725	\$35,670	\$35,670	\$252,663
Total Gross Profit	\$25,580	\$20,022	\$20,410	\$23,769	\$23,382	\$25,967	\$25,967	\$29,327	\$32,687	\$39,319	\$46,064	\$46,064	\$358,557

6.3 3-Year Sales Forecast

[See the sales forecast worksheet in the companion Excel workbook]

	Year 1	Year 2	Year 3	Yr 2 vs Yr 1	Yr 3 vs Yr 2
Total Units Sold				% Change	
Product/Service A	6775	7500	8850	11%	18%
Product/Service B	21250	27250	33750	28%	24%
Product/Service C	3650	4375	5500	20%	26%

Avg Unit Price				Difference	
Product/Service A	\$19.99	\$19.99	\$19.99	\$0.00	\$0.00
Product/Service B	\$14.99	\$14.99	\$14.99	\$0.00	\$0.00
Product/Service C	\$49.99	\$54.99	\$59.99	\$5.00	\$5.00

Avg Sales Growth Rate				Difference	
Product/Service A	2%	1%	2%	-1%	1%
Product/Service B	8%	6%	4%	-2%	-2%
Product/Service C	8%	2%	3%	-6%	1%

Total Revenue				Difference	
Product/Service A	\$135,432	\$149,925	\$176,912	\$14,493	\$26,987
Product/Service B	\$318,538	\$408,478	\$505,913	\$89,940	\$97,435
Product/Service C	\$182,464	\$240,581	\$329,945	\$58,117	\$89,364
Total Revenue	\$636,434	\$798,984	\$1,012,770	\$162,550	\$213,786

Avg Unit COGS				Difference	
Product/Service A	\$4.38	\$4.08	\$3.75	(\$0.30)	(\$0.33)
Product/Service B	\$3.10	\$3.05	\$3.01	(\$0.05)	(\$0.04)
Product/Service C	\$1.55	\$1.51	\$1.36	(\$0.04)	(\$0.15)

Avg Margin Per Unit				Difference	
Product/Service A	\$15.62	\$15.91	\$16.24	\$0.29	\$0.33
Product/Service B	\$11.89	\$11.94	\$11.98	\$0.05	\$0.04
Product/Service C	\$48.44	\$53.48	\$58.63	\$5.04	\$5.15

Total Gross Profit				Difference	
Product/Service A	\$105,895	\$119,431	\$143,868	\$13,536	\$24,437
Product/Service B	\$252,663	\$326,003	\$405,188	\$73,340	\$79,185
Product/Service C	\$176,806	\$234,025	\$322,613	\$57,219	\$88,588
Total Gross Profit	\$535,364	\$679,459	\$871,669	\$144,095	\$192,210

6.4 Profit and Loss Projection

[See the profit and loss worksheet in the companion Excel workbook]

INCOME	2012	% of OI	2013	% of OI	2014	% of OI
Operating Income						
Category 1		-		-		-
Category 2		-		-		-
Category 3		-		-		-
Category 4		-		-		-
Total Operating Income (OI)	\$0	-	\$0	-	\$0	-
Non-Operating Income						
Interest Income						
Rental Income						
Gifts Received						
Donations						
Total Non-Operating Income	\$0		\$0		\$0	
Total INCOME	\$0	-	\$0	-	\$0	-
EXPENSES						
Operating Expenses						
Accounting and Legal		-		-		-
Advertising		-		-		-
Depreciation		-		-		-
Dues and Subscriptions		-		-		-
Insurance		-		-		-
Interest Expense		-		-		-
Maintenance and Repairs		-		-		-
Office Supplies		-		-		-
Payroll Expenses		-		-		-
Postage		-		-		-
Rent		-		-		-
Research and Development		-		-		-
Salaries and Wages		-		-		-
Taxes and Licenses		-		-		-
Telephone		-		-		-
Travel		-		-		-
Utilities		-		-		-
Web Hosting and Domains		-		-		-
Total Operating Expenses	\$0	-	\$0	-	\$0	-
Non-Recurring Expenses						
Furniture, Equipment & Software		-		-		-
Gifts Given		-		-		-
Total Non-Recurring Expenses	\$0	-	\$0	-	\$0	-
Total EXPENSES	\$0	-	\$0	-	\$0	-
Net Income Before Taxes	\$0		\$0		\$0	
Income Tax Expense						
NET INCOME	\$0		\$0		\$0	
Owner Distributions / Dividends						
Adjustment to Retained Earnings	<u>\$0</u>		<u>\$0</u>		<u>\$0</u>	

6.5 Balance Sheet

[See the balance sheet worksheet in the companion Excel workbook]

Assets		2017	2016
Current Assets			
Cash		\$11,874	
Accounts receivable			
Inventory			
Prepaid expenses			
Short-term investments			
<i>Total current assets</i>		\$11,874	\$0
Fixed (Long-Term) Assets			
Long-term investments		\$1,208	
Property, plant, and equipment		\$15,340	
(Less accumulated depreciation)		-\$2,200	
Intangible assets			
<i>Total fixed assets</i>		\$14,348	\$0
Other Assets			
Deferred income tax			
Other			
<i>Total Other Assets</i>		\$0	\$0
Total Assets		\$26,222	\$0
Liabilities and Owner's Equity			
Current Liabilities			
Accounts payable		\$8,060	
Short-term loans			
Income taxes payable		\$3,145	
Accrued salaries and wages			
Unearned revenue			
Current portion of long-term debt			
<i>Total current liabilities</i>		\$11,205	\$0
Long-Term Liabilities			
Long-term debt		\$3,450	
Deferred income tax			
<i>Total long-term liabilities</i>		\$3,450	\$0
Owner's Equity			
Owner's investment		\$7,178	
Retained earnings		\$4,389	
<i>Total owner's equity</i>		\$11,567	\$0
Total Liabilities and Owner's Equity		\$26,222	\$0
Common Financial Ratios			
Debt Ratio (Total Liabilities / Total Assets)		0.56	
Current Ratio (Current Assets / Current Liabilities)		1.06	
Working Capital (Current Assets - Current Liabilities)		669	-
Assets-to-Equity Ratio (Total Assets / Owner's Equity)		2.27	
Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)		1.27	

6.6 3-Year Cash Flow

[See the cash flow worksheet in the companion Excel workbook]

CASH BALANCE		2015	2016	2017
Date Ending		9/3/2015	9/3/2016	9/3/2017
Cash at Beginning of Period		\$5,000	\$5,000	\$5,000
Cash at End of Period		\$5,000	\$5,000	\$5,000

CASH INFLOWS		2015	2016	2017
<i>Cash from Operations</i>				
Receipts from Customers				
Gross Rents				
Total Cash from Operations		\$0	\$0	\$0
<i>Cash from Financing</i>				
Issuance of Stock				
Borrowing				
Total Cash from Financing		\$0	\$0	\$0
<i>Cash from Investing</i>				
Sale of Property and Equipment				
Collection of Principal on Loans				
Sale of Investment Securities				
Total Cash from Investing		\$0	\$0	\$0
Total Cash Inflows		\$0	\$0	\$0

CASH OUTFLOWS		2015	2016	2017
<i>Operations</i>				
Wages				
Inventory Purchases				
General Operating Expenses				
Interest				
Income Taxes				
Total Outflows from Operations		\$0	\$0	\$0
<i>Financing</i>				
Repayment of Loans				
Repurchase of Stocks				
Dividends Paid				
Total Outflows from Financing		\$0	\$0	\$0
<i>Investing</i>				
Purchase of Property and Equipment				
Making Loans to Other Entities				
Purchase of Investment Securities				
Total Outflows from Investing		\$0	\$0	\$0
Total Cash Outflows		\$0	\$0	\$0
NET CASH FLOW		\$0	\$0	\$0

6.7 Business Budget

[See the business budget worksheet in the companion Excel workbook]

INCOME	Actual	Budget	Difference
Operating Income			
Category 1			\$0
Category 2			\$0
Category 3			\$0
Category 4			\$0
Total Operating Income	\$0	\$0	\$0
Non-Operating Income			
Interest Income			\$0
Rental Income			\$0
Gifts Received			\$0
Donations			\$0
Total Non-Operating Income	\$0	\$0	\$0
Total INCOME	\$0	\$0	\$0
EXPENSES			
Operating Expenses			
Accounting and Legal			\$0
Advertising			\$0
Depreciation			\$0
Dues and Subscriptions			\$0
Insurance			\$0
Interest Expense			\$0
Maintenance and Repairs			\$0
Office Supplies			\$0
Payroll Expenses			\$0
Postage			\$0
Rent			\$0
Research and Development			\$0
Salaries and Wages			\$0
Taxes and Licenses			\$0
Telephone			\$0
Travel			\$0
Utilities			\$0
Web Hosting and Domains			\$0
Total Operating Expenses	\$0	\$0	\$0
Non-Recurring Expenses			
Furniture, Equipment and Software			\$0
Gifts Given			\$0
Total Non-Recurring Expenses	\$0	\$0	\$0
Total EXPENSES	\$0	\$0	\$0
Net Income Before Taxes	\$0	\$0	\$0
Income Tax Expense			\$0
NET INCOME	\$0	\$0	\$0

6.8 Break-Even Analysis

[See the break-even analysis worksheet in the companion Excel workbook]

Selling Price (per unit)	\$12.00
FIXED COSTS	
Advertising	\$1,000.00
Accounting	
Insurance	
Manufacturing	
Payroll	
Rent	
Supplies	
Taxes	
Utilities	
Other (specify)	
Total Fixed Costs	\$1,000.00
VARIABLE COSTS	
	Per Unit
<i>Variable Costs based on dollar amount per unit</i>	
Cost of Goods Sold	\$1.00
Direct Labor	
Overhead	
Other (specify)	
Total	\$1.00
<i>Variable Costs based on percentage per unit</i>	
Commissions	7.50%
Other (specify)	
Total	7.50%
Total Variable Cost per Unit	\$1.90
Contribution Margin per Unit	\$10.10
Contribution Margin Ratio	84.17%
Break-Even Point	
Break-Even Units	100 units
Break-Even Sales	\$1,188.12