

Business Plan

COVER PAGE

[Your logo here]

[Your name]

[Your business name]

[Today's date]

[Your business web address]

1. Business and objectives

- What does your business do?
- What are your goals in the short term, mid term, and long term?
- How will you invest your initial loan?

2. Skills and experience

- What are your qualifications for running this business?
- What is your employment background?
- What is your educational background?

3. Target customers

- What are the demographics of your target customer?
- How many customers do you expect to have in your first year?
- What time of day and what days of the week do you expect to have the most customers?

4. Market and competition

- Which businesses are your main competition?
- What differentiates your business from the competition?
- What are your strengths, weaknesses, opportunities, and threats (SWOT analysis)?

5. Marketing and sales plans

- How will you promote your business (paid and unpaid)?
- What have the results of your marketing efforts been so far?
- How are you using social media to promote your business?

6. Your operational plans

- Which companies are your most important suppliers and what are your contracts?
- How many employees do you have and how many do you plan to hire in the next year?
- What type of insurance do you have?

7. Back-up plan

- How much do you owe in loans?
- How will you repay your loans if your business falls short of your goals?
- How can you adjust your budget to make up for shortfalls?