

# [My Business, Inc.]

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## Business Plan

### FISCAL YEAR [2014]

# COMPANY LOGO

Owners:

[Owner 1]: [Owner 1 Title]

[Owner 2]: [Owner 2 Title]

## Executive Summary

### Mission statement & Values

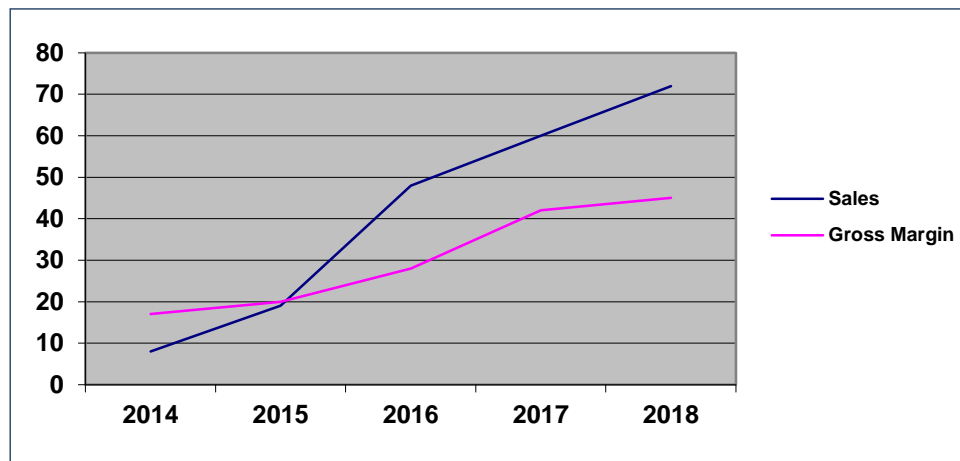
[What is your organization's mission statement and values? How will this drive your operations?]

### Business opportunity

[Detail the business idea and opportunities you will pursue]

### Financial projections

[Project annual sales, the gross margin from your products, and profit potential to understand the potential business opportunity]



## Industry Analysis

### Industry Overview

[Write a brief summary of what is happening in your industry]

### Future Industry Opportunities

[Describe future industry opportunities and how your company will capitalize on these growth areas ]

### Customers

[Who are your customers? How can you help them?]

### Competition

[Detail known information about you and your top 3 competitors. ]

[Fiscal Year 2014]

	[My Business, Inc.]	[Competitor A]	[Competitor B]	[Competitor C]
Projected Sales				
Costs Charged?				
Marketing Budget				
Market Share				
Competitive Edge?				
Weaknesses?				

## Marketing Plan

### Products/Services

[Identify the products and/or services your company will provide]

### Company Niche

[What sets your company apart from others in the industry?]

### Marketing Strategy

[Describe how your company will approach]

### Demand

[Identify the demand for your products/services]

### Benefits matrix

[Using the table below, create a benefits matrix that aligns your company's products and services to meet specific pain points within your target customer markets.]

Customer Problems/Challenges?	Benefits Working With Your Company

## **Management & Organization**

### **Organization Structure**

[Key positions in your organization]

### **Core Competencies**

[Who will be responsible for specific tasks? Who will run day-to-day business operations?]

### **Position Descriptions**

[Attached 1-page descriptions of each key position]

## Financial Projections

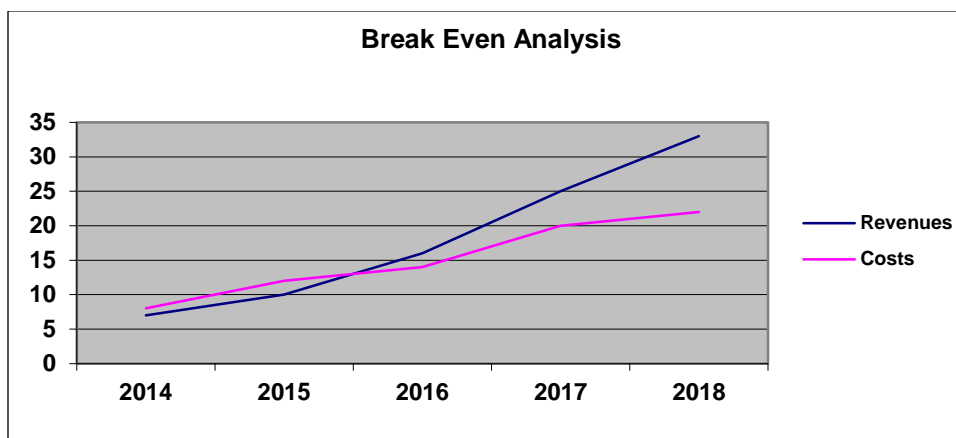
### Financial Picture

[Project basic financial information required to analyze the long-term revenue, expenses, and earnings for your business.]

### Capital Requirements

[Document any key capital requirements necessary for delivering your organization's products and services.]

[Attach a 3-5 year pro forma, personal/company financial statements, and any charts showing your analysis like the one below]



### Cashflow

[When will your business require cash to operate and how much?]

### Capital Sources

[How will you find the capital necessary to finance your business?]