

Name of your business

Company logo if any

CONTACT DETAILS

Home addresses:

Phones:

Emails:

Website:

Social media accounts:

EXECUTIVE SUMMARY

BUSINESS IDEAS AND GOALS

What are the ideas behind your business?

- 1.
- 2.
- 3.

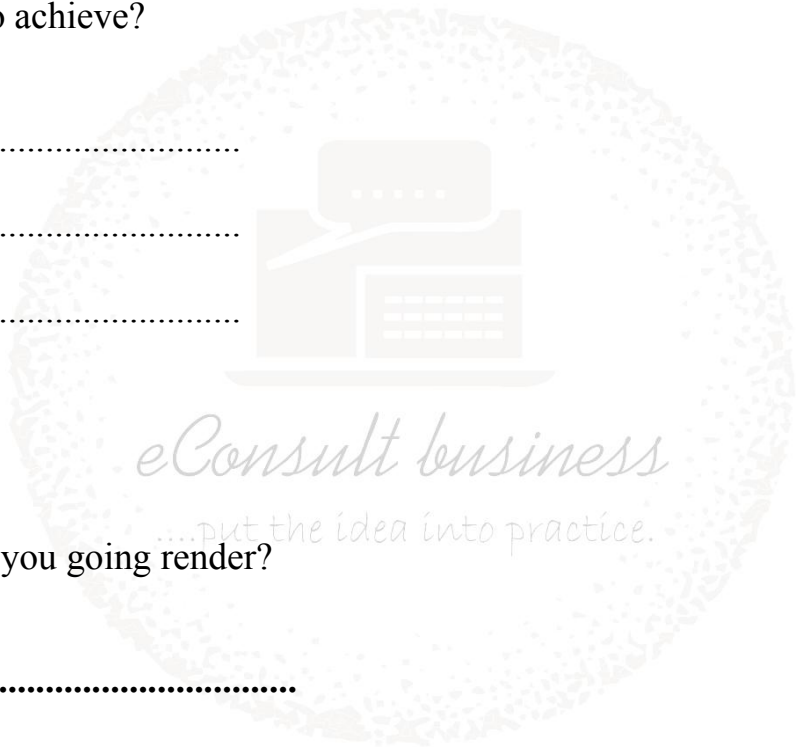
What goals would you want to achieve?

- 1.
- 2.
- 3.

MARKETING

What products or services are you going render?

- 1.
- 2.
- 3.



OPERATIONS

1. Where will you locate your business?
2. Who are your team members and what roles do they have?

FINANCES

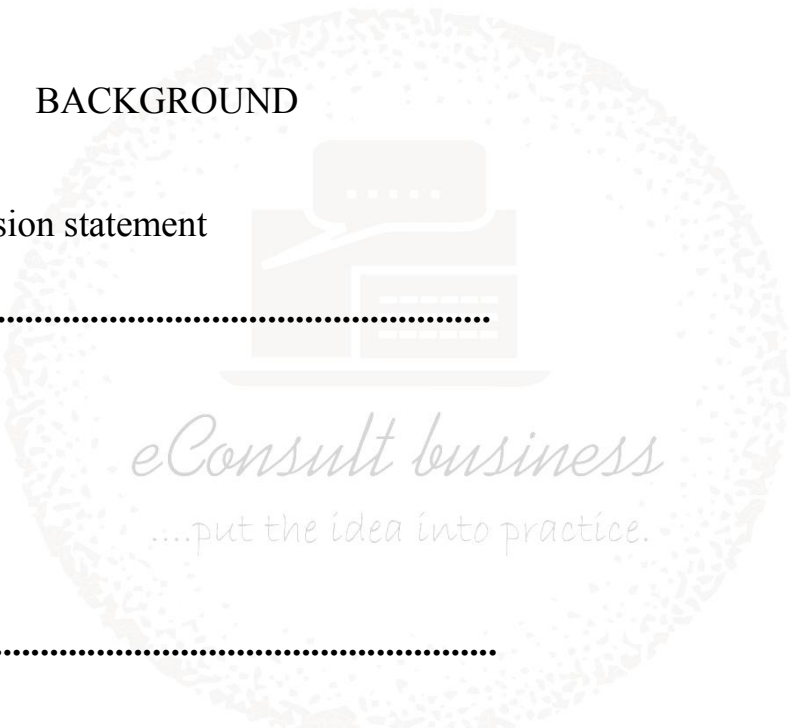
1. How much do you need to start up the business?
2. What is your break-even point (time forecast that your income will cancel out all your expenses).

BACKGROUND

1. **VISION:** State your Vision statement
2. **MISSION**.....
3. **BUSINESS GOALS**

SHORT TERM GOALS

- i.**
- ii.**
- iii.**
- iv.**



LONG TERM GOALS

- i.
- ii.
- iii.

STRATEGIES TO ACHIEVE THE ABOVE GOALS

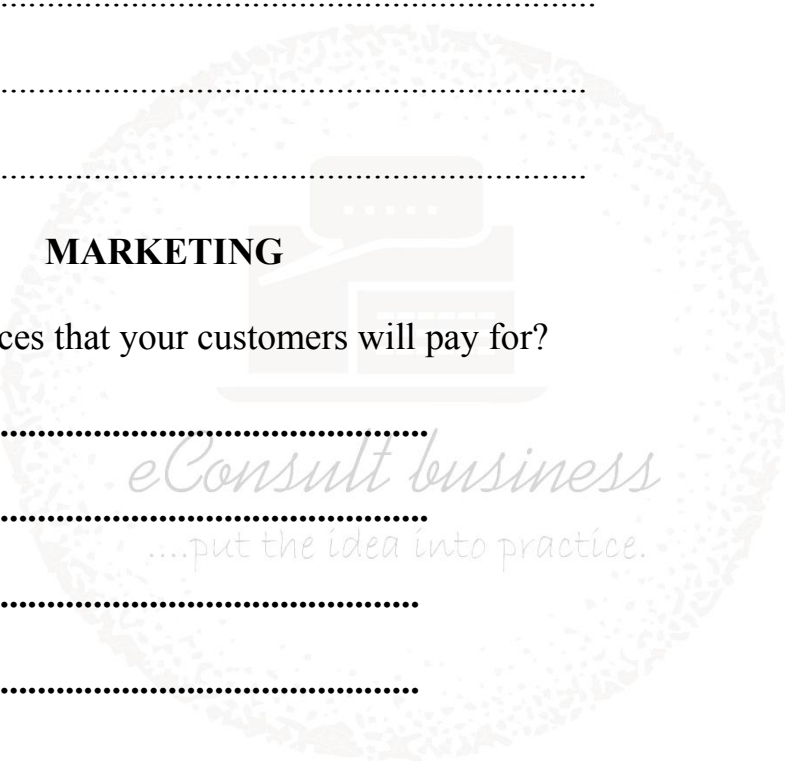
What are the end results that are required to accomplish the above stated goals?

- i.
- ii.
- iii.

MARKETING

What are the products or Services that your customers will pay for?

- i.
- ii.
- iii.
- iv.



MARKET RESEARCH

1. Who is your competitor?
2. Who is your ideal customer?
3. Are there any other available alternatives to your products or services?
4. How much will you sell your product?
5. How large is your market and what is the growth rate?

MARKET ANALYSIS

Use SWOT analysis to analyze your Strength, Weakness, Opportunity and Threat

- i. Strength: What can my business do better than my competitors?
- ii. Weak: What can my competitors do better my business or can I not do well?
- iii. Opportunity: What opportunity is available in the environment that business can explore?
- iv. Threat: What environmental factors can be threat to my business?

Hint: Build on your strength and take advantage of every opportunity in the environment. Put strategies in place to curb the weaknesses while deliberate efforts should be made to overcome any threat that poses itself.

MARKETING PLAN

- i. Where do you offer your product?
- ii. How will the people outside your business see your products?
- iii. What strategy will you use to attract customers?
- iv. Who are the people that interact with your customers?
- v. What do people say about your services or product?

OPERATIONS AND PRODUCTION

LEGAL AND LICENSING REQUIREMENTS

What regulatory body would you register business with?

- i.
- ii.
- iii.
- iv.

MANAGEMENTS DETAILS

1. How will you run the business on daily basis?

- i.
- ii.
- iii.



2. How would your inventory be managed?

i.

ii.

iii.

ORGANIZATION STRUCTURE AND STAFFING

Who are the people that make up your team and their role?

i.

ii.

iii.

iv.

v.

vi.

FINANCIAL PROJECTION

INCOME AND EXPENSES

i. daily sales.....

ii. Other sources.....

iii. Monthly expenses including staff salary.....



FINANCIAL FORECAST

How much money will be needed to kick start your business?

- i. Rent.....
- ii. Equipment.....
- iii. Furniture.....
- iv. Employee's Salary for the first few months.....

IMPLEMENT TIME TABLE

What steps will you take to successfully implement your business plan

- i.
- ii.
- iii.
- iv.
- v.
- vi.



What time is needed to start up and run your business?

- i.

For clarity:

Visit: www.econsultbusiness.com/20-proven-effective-elements-of-today-s-business-plan-updated-secrets-to-start-your-business

