

# [BUSINESS NAME] — BUSINESS PLAN

[City, Country] • Prepared by [Owner Name] • [Month YYYY]

## 1. EXECUTIVE SUMMARY

[In 4–5 lines: what the business does, who it serves, why it will succeed, how much money you need and what you will use it for. Write this section last.]

## 2. PROBLEM AND SOLUTION

Problem: [the customer problem or need, with evidence such as a survey or local data].

Solution: [your product or service, and why it is better than what customers use today].

## 3. TARGET MARKET

Customers: [who they are: location, age, income or business type].

Market size: [number of potential customers × average yearly spend].

Why now: [the trend, gap or change that makes this the right time].

## 4. COMPETITION

[Name 2–3 competitors, what they do well, and where you will be different: price, quality, speed, location or service.]

## 5. PRODUCTS, SERVICES AND PRICING

| Product / service      | Price | Cost to you | Margin |
|------------------------|-------|-------------|--------|
| [Product or service 1] | [50]  | [30]        | [40%]  |
| [Product or service 2] | [120] | [65]        | [46%]  |
| [Product or service 3] | [15]  | [6]         | [60%]  |

## 6. MARKETING AND SALES

Channels: [how customers will find you: social media, Google, referrals, walk-ins, partners].

First 90 days: [3 launch actions with targets, e.g. 500 followers, 40 paying customers].

## 7. OPERATIONS AND TEAM

Location: [address or online]. Suppliers: [main suppliers]. Equipment: [key equipment].

Team: [owner and key staff, with their roles and experience].

## 8. FINANCIAL PLAN

| [Currency]                                     | Year 1         | Year 2          | Year 3          |
|------------------------------------------------|----------------|-----------------|-----------------|
| Revenue                                        | [60,000]       | [95,000]        | [140,000]       |
| Cost of sales                                  | [27,000]       | [41,000]        | [58,000]        |
| Gross profit                                   | [33,000]       | [54,000]        | [82,000]        |
| Operating expenses (rent, salaries, marketing) | [30,000]       | [40,000]        | [52,000]        |
| <b>Net profit</b>                              | <b>[3,000]</b> | <b>[14,000]</b> | <b>[30,000]</b> |
| Customers                                      | [400]          | [650]           | [950]           |

## 9. FUNDING REQUIRED

We need [amount] for [equipment amount, stock amount, marketing amount and working capital amount].  
[Owner investment / bank loan / investor] will provide [amount], and we expect to break even in month [x].

## 10. MILESTONES

---

[Month]: [register the business and open a bank account]

[Month]: [launch and reach the first 50 customers]

[Month]: [hire the first employee / open a second location]