

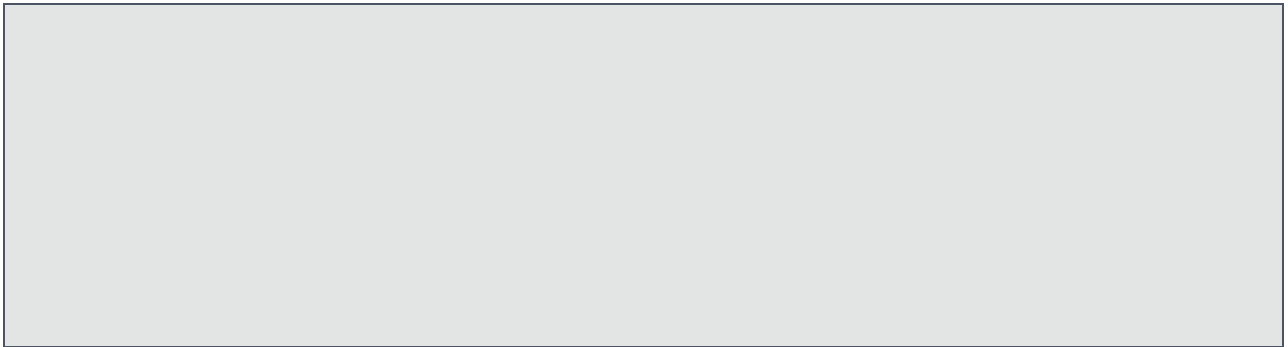
business plan template



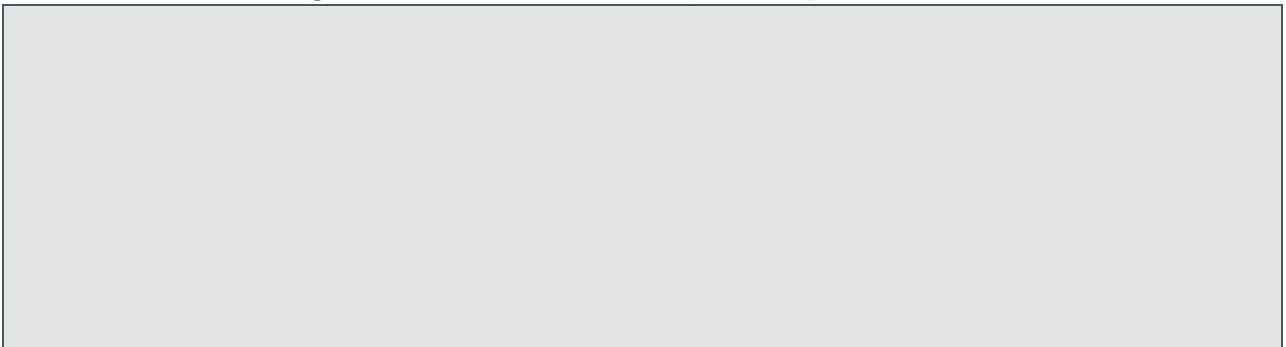
#business summary

This is where you consider your "why". Your purpose and unique selling proposition. The reason your business stands out in the market. It is also good to include your vision/mission and reasons for starting the business, so you can reflect on those and make sure your future decisions are in line with that.

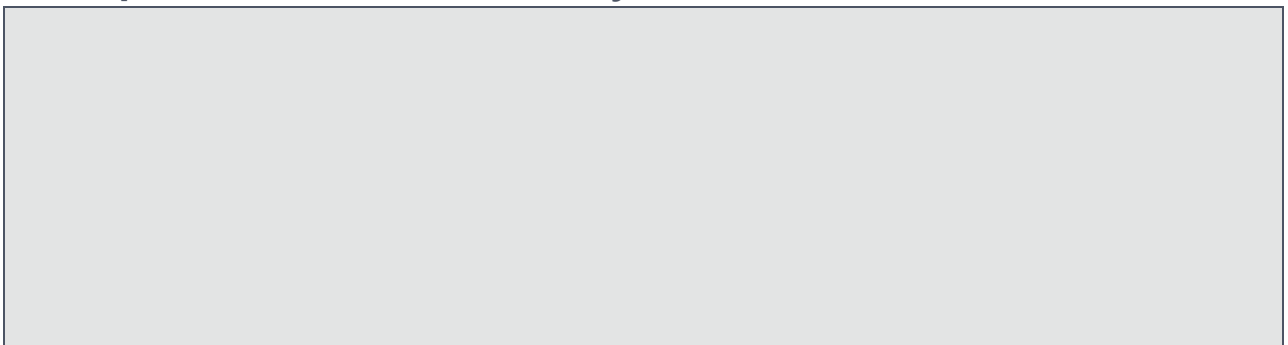
What is your business vision/mission statement? (why you do it)



What is makes your business unique + special?



What products or services do you sell?



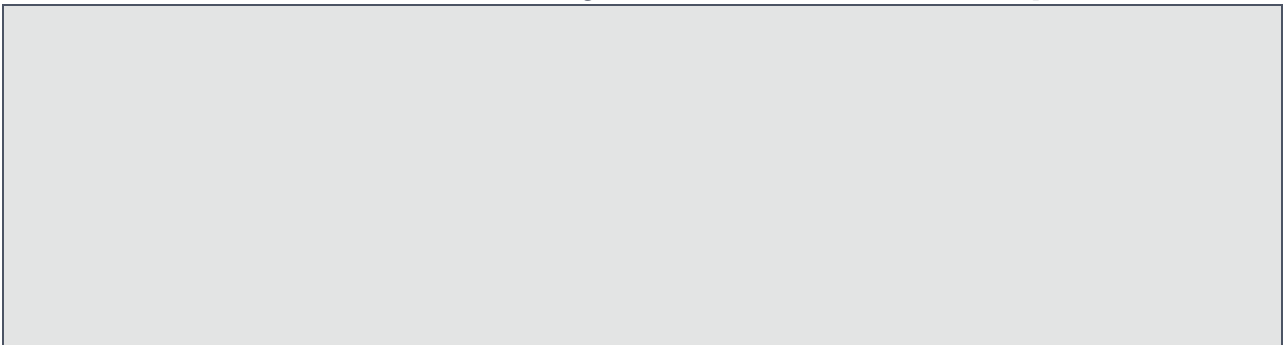
#your customers

Knowing exactly who your customer is; what they do, how old they are, what hobbies they enjoy, what they like to do on the weekend, what social media channels they use, brands they like, income etc, will enable you to target your messaging to them. As well - work out what problems they have and how you can solve that.

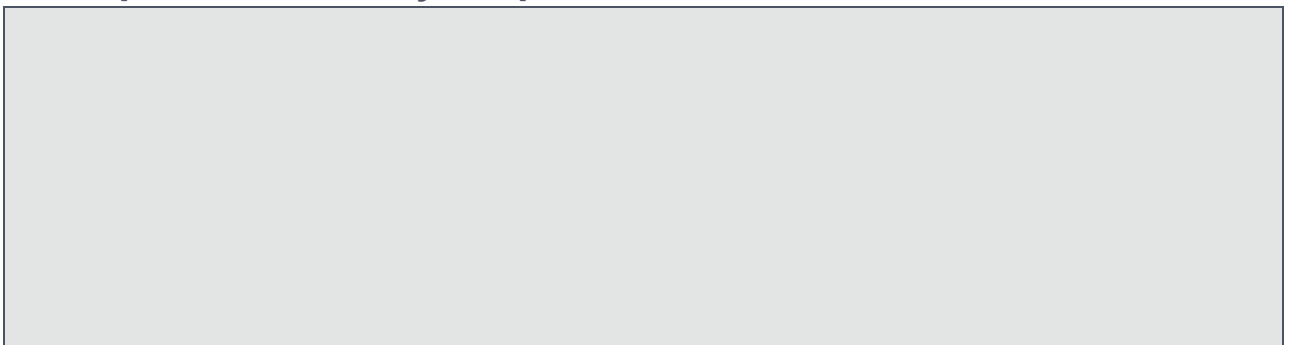
Who is your ideal customer - demographics: M/F age etc



Write 3 characteristics from your customer avatar profile



What problem does your product or service solve for them?



#your goals

What goals do you want to set? Remember to make them S.M.A.R.T goals - Specific, Measurable, Achievable, Relevant and Time Based. Importantly how will you know when you're successful?

What does success mean to you?

Immediate Goals 2-4 weeks

Short Term Goals 1-3 months

Long Term Goals 6-12 months

#the marketplace

It is important to know your market inside out. Keep on top of trends and changes, but don't spend too much time looking out for what your competitors are doing. Analyse them, note down details, then get back to focusing on your business.

What are the current trends in your industry?

Who are the big players in your industry? What is their USP?

What is the size of the marketplace? Growing or shrinking?

#your offering

What products or services will your business offer. Think about how they benefit your target customers. Remember it is always about what the customer wants, and how your product can help them.

Product/Service 1

Benefits

Price

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Product/Service 2

Benefits

Price

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Product/Service 3

Benefits

Price

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Product/Service 4

Benefits

Price

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#marketing

Marketing will be a big part of growing your business - you need customers and clients to operate. Email is pretty much vital for an online biz. Chose 1 social media chanel to focus on for now.

Which email marketing software will you set up & when?

Which social media channel are you going to focus on?

Think of 3 other ways you can market your business online?

Think of 3 other ways you can market yourself off line?

#SWOT

Time for a SWOT analysis. What are the strengths + weaknesses affecting your business and what opportunities + threats will impact your industry? Aim for 3-4 in each box.

Strengths

Weaknesses

Opportunities

Threats

#the important bits

It is important to cover off all your legal requirements, Make sure your business is registered, insured and you've got an accountant sorted to ask the tricky questions.

What is your business structure?

Monthly expenses - fixed + variable

Monthly anticipated income

Funding required until break-even

Insurance required + cost

Trademarks required