

What is a business plan?

Every business needs a business plan to help direct a business direction. It is a summary of the business vision and mission with measurable goals over 1 – 5 year period.

Ensuring that it is logical and accurate, help readers to understand your business. So whether you are pitching to investors or lenders having a business plan is essential.

A business plan can also help an owner and employees in understanding the business and can be used as a benchmark.

The typical structure of a business plan is as follows:

EXECUTIVE SUMMARY

COMPANY OVERVIEW

- Mission statement

- Vision statement

- Purpose and values

PROBLEM ANALYSIS

- Problem identification

- Problem statement

- Industry analysis

PROPOSED SOLUTION

- Product / Service overview

- Product / Service specifications

- Product / Service benefits and unique selling points

- Available substitutes

COMPETITIVE ANALYSIS

- Competitor overview

- SWOT analysis

- Competitive position

- Market share analysis

- Barriers to entry

MARKET ANALYSIS

- Market overview

- Market size

Market segments

Ideal customer profile

SALES AND MARKETING PLAN

Sales and marketing objectives

Pricing strategies

Promotion strategies

Branding

OPERATIONS PLAN

Site location

Staffing and training

Resource allocation

Purchasing Process

Production process

Quality control metrics

Customer service

MANAGEMENT TEAM

Key management

Board of directors

Board of advisors

FINANCIAL PLAN

Financial overview

Business model

Financial projections

Marketing and personnel expenses

Funding requirements

Terms of investment

Exit strategy

APPENDICES

If this seems to confusing or complicated why not contact us to help you with your business plan or view our three (3) [business plan](#) packages to suit your pocket.