

# BUSINESS PLAN

## **Introduction**

Every business plan includes same fundamental writing elements. Depending on the stage of your business and the purpose to which you intend to use the business plan, the more detailed and elaborate your content will be. However, your business plan must always touch on the key areas that helps to describe the now and the future journey of your business.

## **Instruction**

No business plan is perfect, rather, commit to completing every section of the plan. A business plan is expected and should be updated regularly, it is a work-in-progress as you move from one stage of your business to another. A business plan should be written in the third person, for example “QVY company is a fashion brand ...”. Effective business plan focuses on how your business idea will work, this is a much more practical method that will serve any entrepreneur better in any situation, whether pitching before investors, trying to get funding from the bank or speaking with venture capitalists.

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## **Business Plan Fundamentals**

There are six major areas that makes up the business plan and arranged in the following order:

### **Executive Summary**

This section is always completed last because it provides a brief overview of what is included in the business plan.

### **Company Profile**

This section describes what the business is about and the team behind the business. It lay the groundwork of your business out for readers.

### **Market Research**

This section talks about how you’ve uncovered your best customers. Proof that you’ve done your research by including facts and figures to convince your readers.

### **Sales and Marketing**

This section describes how you intend to find and engage your customers. What influence their buying decision and what you intend to do to convert them into sales and to keep them as repeat customers.

### **Operations**

This section describes how you aim to retain your tribe of customers on a daily basis, your operational model to always exceed customer’s expectation.

### **Financials**

Starting a business, expanding a business, pivoting a business inevitable involves some start-up or project costs. This section describes where the money will come from, source of funding available and what you need to consider. Let your numbers tell your story here by providing sales forecasts and business cashflow.

## **Award Winning Grant Application Combo**

(A) Business Plan that Wins: What’s Needed and How to Put it Together

(B) Pitch like a Pro: Less is More, Focus on Impact

Business plan created by de Sedulous Women Leaders. Speak with our business consultant to help develop this business plan and train you to pitch like a pro. Please send us an email at [connect@sedulouswomenleaders.net](mailto:connect@sedulouswomenleaders.net)



Name of Business \_\_\_\_\_

# **BUSINESS PLAN**

## **2020**

**EXECUTIVE SUMMARY**

300 Words

Empty text box for Executive Summary content.

**COMPANY PROFILE**

500 Words

Empty text box for Company Profile content.

**MARKETING RESEARCH**

350 Words

**SALES & MARKETING**

500 Words

**OPERATIONS**

350 Words

**FINANCIALS**

500 Words

## APPENDIX

### BUSINESS PLAN OUTLINE

This outline is a complete list of all potential areas your business plan sections should touch on for the purpose of a perfect pitch and grant application. Please note that the business plan submitted to a financial institution, investors and venture capitalists are more comprehensive, detailed and robust than this. Speak with de Sedulous Women Leader's Business Consultant on how to get a more robust plan drafted.

#### Executive Summary

- Company Profile Summary
- Market Research Summary
- Marketing Summary
- Finance Summary

#### Company Profile

- Business Overview (Description, Value Proposition and Product/Service description)
- Company History (Management, Location and Legal Structure)
- Vision & Mission

#### Market Research

- Industry Profile plus Local Market Profile
- Key Competitors/SWOT Analysis
- Target Market

#### Sales and Marketing

- Pricing Strategy
- Marketing Strategy (Key to Success – Strategy + Activities + Objectives)
- Sales Process plus Strategic Collaborations

#### Operations

- Location(s)
- Regulations – Legal Issues + Insurance Issues
- Production Process
- Risk Assessments

#### Financials

- Start-up Costs plus Break-Even Analysis
- Sales Forecast Assumptions (Provide Year One, Two and Three as separate document)
- Cashflow
- Income Statement

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