



## *Small Business Plan Template*

### ➤ **Executive Summary**

- It's the synopsis of your business plan. It should include key components of your business opportunities and financial projects.

### ➤ **Mission Statement**

- This statement should contain one or two paragraphs that describe the company's vision and present plan for growth. In addition, summarize future opportunities

### ➤ **Product Profile**

- Provide a detailed description of the product(s) and Service(s). If it's a product provide figures and components included in the product. If it's a service identify the base service and possible subsidiary services that will be provided in time

### ➤ **Potential Market and Strategy**

- Define your target market, competitors, advertising media? These must be answered here. The company's strategy should include pricing, service policy and strengths of your product.

### ➤ **Sales Strategy**

- Design an aggressive plan that will define how you will gain sales and market recognition and advancement. Include in the sales strategy potential sales contracts and statistics

### ➤ **Financial Statements**

- This section will include your balance sheet, profit and loss statement and financial projects. Please see your accountant or bookkeeper for these statements.

### ➤ **Funding Requirements**

- In this section Identify funding requirements if your seeking a loan or investment.