## **Business Plan Template**

Whittling From Start to Business

## **Executive Summary** Business Name: [DBA] Business Type: Mission Statement:

## **Business Overview Products and Services:** Target Market: **Market Analysis** Industry Overview:

| Competitor Analysis:              |
|-----------------------------------|
|                                   |
|                                   |
|                                   |
| Unique Selling Proposition (USP): |
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| Marketing Plan                    |
| Marketing Strategy:               |
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| Sales Strategy: |  |  |
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| Operations Plan |  |  |
| Location:       |  |  |
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| Suppliers:      |  |  |
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| Production Process: |      |  |
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| Financial Plan      |      |  |
| Startup Costs:      |      |  |
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|                     |      |  |
|                     |      |  |
| Revenue Streams:    |      |  |
|                     |      |  |
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| Pricing Strategy:           |
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|                             |
| Financial Projections:      |
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|                             |
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|                             |
| Management and Organization |
| Owner/Manager:              |
|                             |
| Staff: (if applicable)      |
|                             |
|                             |
|                             |

## Short-Term Goals: Long-Term Goals: **Appendix** Additional Information:

**Goals and Milestones**