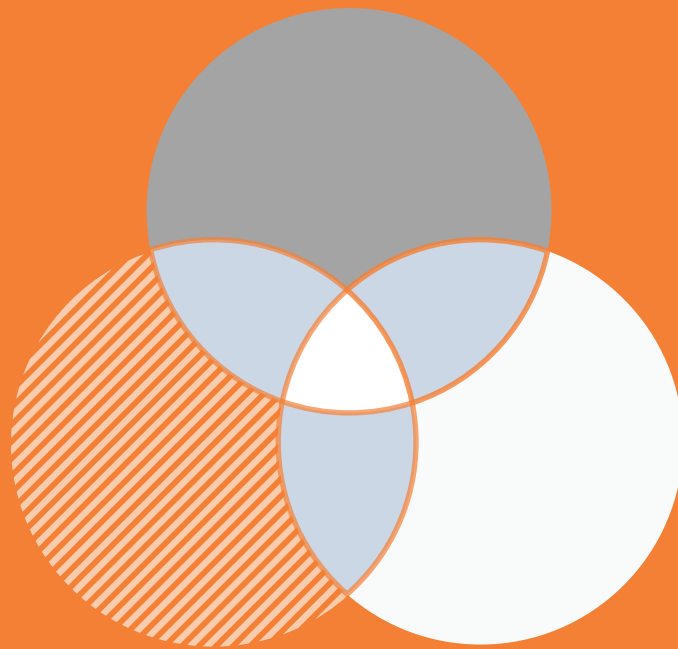


upflip

BUSINESS PLAN



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Company Description 4

Your company mission and goals

Product and Services

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Your Team

Legal Structure

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MacroEconomic

Industry

Competitors

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Competitor 2: (Insert Name)

Competitor 3: (Insert Name)

Competitor 4: (Insert Name)

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MLA

APA

Chicago Style

Internal and External Documents

Sweeten the deal

EXECUTIVE SUMMARY

Include:

1. Story
2. Products & Services
3. Team
4. Current Status
5. Goals
6. How to achieve goals
7. What you are asking for

COMPANY DESCRIPTION

Your company mission and goals

Mission Statement: _____

Values:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Goals:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Product and Services

What are you selling and how? Include both physical products and an explanation.

What makes your product(s) and service(s) different from competitors?

What is your target market?

Answer the following questions about your customers:

1. What age range is your ideal customer? _____
2. Are your ideal customers male, female, or both? _____
3. Where do your ideal customers live? _____
4. What income bracket are your ideal customers? _____
5. What jobs or hobbies do your ideal customers have?

6. What marketing channels are best to reach your ideal customers? List all.

7. What time of day are people most likely to search for and use your product or services?

8. Are your ideal customers homeowners or renters?

Your Team

What is your experience both in the workforce and in education?

Who else is on your team? List name, position, and attach resumes in the appendix.

1.

2.

3.

4.

5.

How will you pay management, provide benefits, and offer performance incentives?

Add a paragraph or two about the organizational structure and an organizational chart.

[Canva.com](https://www.canva.com) has free organizational charts.

Legal Structure

What is your legal business name? It Should be an LLC or Corporation if applying for funding. Include the business name, address, owners' names (and percentages), and operating agreements.

Attach copies of documents in the Appendix.

Business License and Permits

List all Business Licenses and Permits. Attach proof in Appendix.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Business Insurance

List all Business Insurance

1. _____
2. _____
3. _____
4. _____
5. _____

Intellectual Property

List all intellectual property below and attach proof in Appendix. This includes trademarks, patents, copyright, and creative commons licenses.

1. _____
2. _____
3. _____
4. _____
5. _____

What local zoning ordinances apply to you and how will they impact your plans going forward?

EXTERNAL INFLUENCES

MacroEconomic

Make sure all opinions are based on the most current data. Make sure to cite it and add it to the Appendix.

What is your understanding of the global, national, and local economy currently, and how do you expect it to progress going forward?

Discuss GDP growth/shrinkage, interest rates, consumer spending, and anything that has the ability to impact your business from the highest market analysis standpoint.

Industry

What is the industry outlook over the next 5-10 years?

How many total businesses are in your industry (both nationwide and locally)?

Who are the major players? What percent of the market do the major players service?

1. _____
2. _____
3. _____
4. _____
5. _____

How much is left for smaller players? Based on 100% of market share minus (Top 5 market share). You should probably calculate this both as a dollar value and percent market share.

Remaining Dollar Value: _____

Remaining Market Share: _____

Average Business Dollar value (Excluding top 5): _____

Average Business Market Share (Excluding top 5): _____

How is the industry changing?

Competitors

Make sure to include a section for each recognizable national brand in your segment. Also, make sure to include any major local competitors. For each competitor answer the following questions.

Competitor 1: (Insert Name)

What are they doing?

What gaps are they leaving?

What can you do better?

What do their 401k and quarterly reports show?

Competitor 2: (Insert Name)

What are they doing?

What gaps are they leaving?

What can you do better?

What do their 401k and quarterly reports show?

Competitor 3: (Insert Name)

What are they doing?

What gaps are they leaving?

What can you do better?

What do their 401k and quarterly reports show?

Competitor 4: (Insert Name)

What are they doing?

What gaps are they leaving?

What can you do better?

What do their 401k and quarterly reports show?

Competitor 5: (Insert Name)

What are they doing?

What gaps are they leaving?

What can you do better?

What do their 401k and quarterly reports show?

SWOT ANALYSIS

Review SEC filings and guidelines to help craft proper wording.

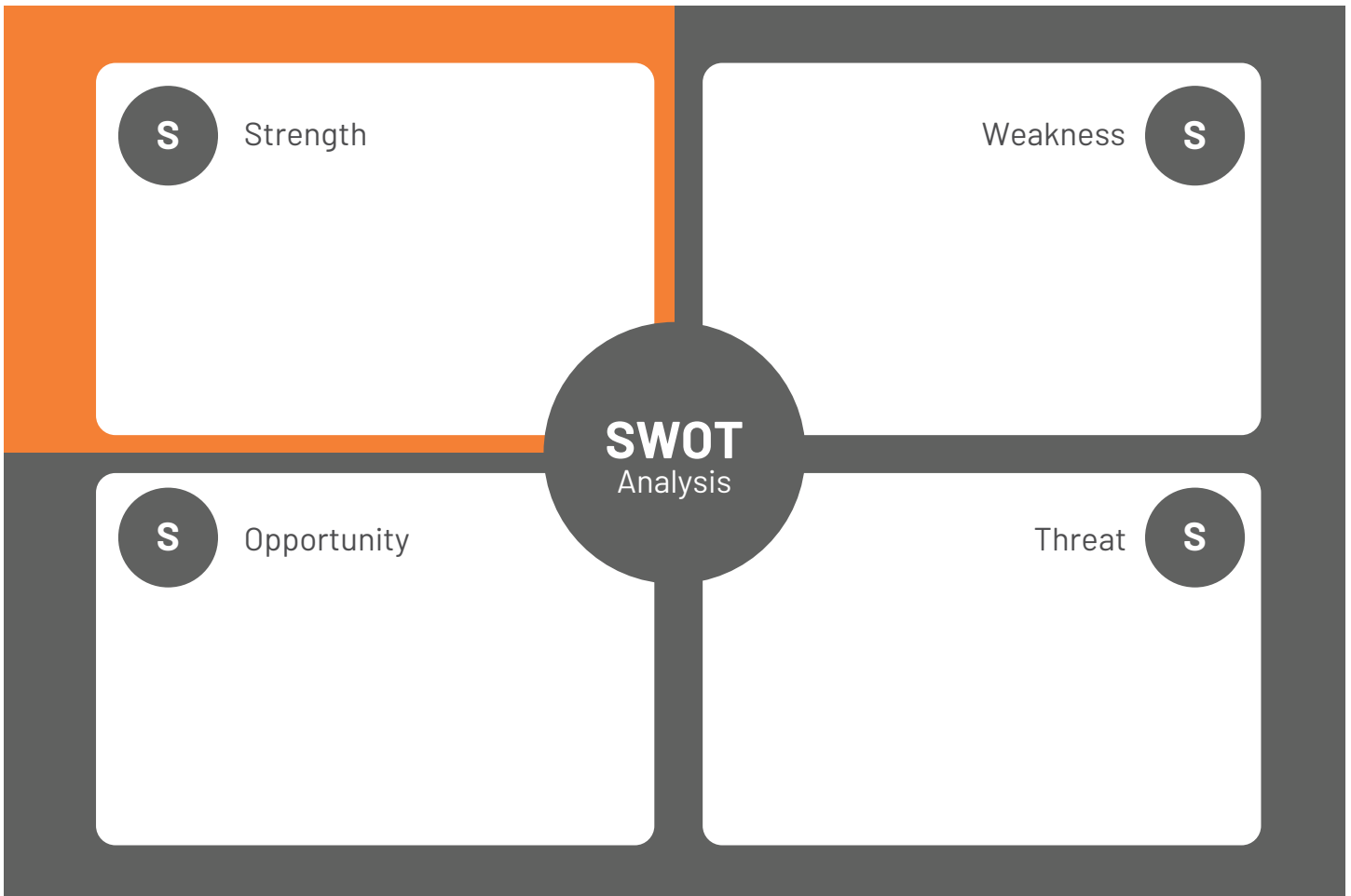
What are your strengths compared to your competitors?

What are your weaknesses compared to your competitors?

What opportunities are there in the market? How will you capitalize on them?

What threats are there to your company that you should consider? How do you plan to mitigate them?

Create a Diagram That looks like this.



YOUR STRATEGIES/ OPERATIONS

Employees

How will you manage employees and payroll? Will you use a payroll service? If so, how scalable is it? When would you need to reconsider your options?

What positions do you intend to hire and what are the job descriptions? Don't plagiarize and attach the job description in the appendix.

What are your hiring policies, job application, and screening procedures? Add copies in the appendix.

What benefits will you offer? Add documents to the appendix.

Do you have an employee handbook? If not make one, and add it to the appendix.

What do your onboarding and routine training policies look like? Describe below and add to Appendix.

Who will be advising you on labor laws? Add their name and contact information here.

Ecommerce

How will you sell your products online?

Which competitor has the best online sales tactics? Describe them and how you'll improve them.

What sales channels will you use? How much do you expect from each and which portion of your target market do you expect to reach on each channel? How will people place an order?

What payment processors will you use?

What is your fulfillment strategy? How do you plan to deliver your products or services?

What are the expected costs of your online services? Please provide a detailed breakdown.

1. Website: _____
2. Digital Marketing Costs: _____
3. Payment Processor Fees: _____
4. CRM: _____
5. Inventory Management Software: _____
6. Fulfillment Costs or Shipping & Handling: _____
7. Packaging Costs if applicable: _____

Expansion Strategies

How will you systemize your business to create economies of scale as you grow?

What sources of financing will you need? Will you have cash flow issues? If so, how do you prepare for them?

What accounting systems will you use to automate your financial management?

Risk Management Plan

What are likely challenges your business may face? List each and how you would handle them. Here are some that you should consider. I would suggest reading the SEC forward-looking statement guidelines.

1. Reduction in sales due to PR nightmare:
2. Reduction in sales due to natural disaster damage:
3. New competitors enter the market:
4. Hackers steal customer data (assume a \$5 million settlement or more):
5. The local government issues another shutdown:

How will you cut costs if each scenario above occurs?

Mergers and Acquisitions

How will each purchase or partnership contribute to the mission and values discussed in the company description?

What data demonstrates that an acquisition will make sense? Also, what will it take to accomplish the acquisition in a way that increases the likelihood of success?

When considering an acquisition how will you proceed?

Answer these questions, then write an acquisition plan.

- You'll want to add the plan to the Appendix. What documents will you review and how many years back will you want them? _____
- Financial statements: How many years? _____ Who will audit these? _____
- Tax records: How many years? _____ Who will audit these?
- Accounts payable and receivable: How many years? _____ Who will audit these?

- Inventory: How many days worth of orders are currently on hand? _____ Who will audit the inventory? _____
- Cash deposit records: How far back? _____ Who will audit them? _____

What professionals will be working with you to accomplish acquisitions? List their name, firm or office they are with, and contact information:

- Attorney(s): _____
- Accountant(s): _____
- Mergers and Acquisition Specialist(s): _____
- Other Specialists: Will you be working with someone who is well versed in culture building, human resources, marketing, or public relations? _____

Make sure to add each representative's resume in the Appendix. How will you verify sales revenue?

Does the company have all licenses, permits, and certifications? Which ones do you need to keep and which ones will be duplicated in the case of a merger?

Who will appraise the following assets? Include name and contact information here.

- Real estate
- Equipment
- Goodwill
- Intellectual property
- Redundant jobs (if applicable. You don't need two CEOs)

What is the timeline for the acquisition? Many Mergers and Acquisitions can take years to go through approval. For instance, it took nearly 2 years for Caesars Entertainment to finalize going private . Talks started in 2006 and the deal wasn't signed until 2008.

How will the merger or acquisition be paid for?

Don't forget to create an actual plan and attach it in the Appendix.

LOGISTICS

Logistics cover how you acquire, manage, and store resources. This will include:

1. Communication Tools
2. Property
3. Supply chain management

Communication Tools

These questions should be focused on the platforms you'll use, the costs associated with them, and the policies surrounding the communication

How will you communicate with clients?

How will you communicate with employees?

How will you communicate with vendors?

How will you communicate with professional support like lawyers, accountants, and consultants?

How will you communicate with other stakeholders like shareholders, government agencies, and lenders? consultants?

What equipment, costs, and support staff will required to manage these tools? Don't forget costs like internet, phone systems, network costs, and technical support.

Buying or Leasing Property

Do you currently have an office, coworking space, or other facilities that need upkeep? If yes, describe.

Based on your forecasted growth and goals, what will the future location needs include?

How will you identify acceptable locations?

- **Zoning:** This will be defined by your local government
- **Demographics:** Does the area match your target audience?
- **Price:** What will the annual cost of potential locations be based on both pure dollars and % revenue?
- **Buy or Lease?** Which way makes the most sense for your business?

Should you operate as a home based business?

This section is just to help you decide whether a home-based business makes sense for you. If it does, make sure to include why it makes sense in your business plan. You'll also want to specify when you'll need to shift to a separate office space based on revenue, employees, etc.

Do you have enough space?

Yes

No

Does your city allow your type of business as a home based business?

Yes

No

Will you have employees or customers coming over regularly? If you will, a home based option might not make sense..

Yes

No

Are you in a homeowners association? If yes, check to see their restrictions.

Yes

No

How will you balance your home and work life if you run your business from home?

Supply Chain Management

How will you identify qualified vendors?

How will you compare bids?

What types of contracts will you enter? Exclusive, Net 30, paid up front, revolving credit?

MARKETING

What products will you sell and not sell? How will you decide when to discontinue support of a product?

How will you price your products? Value-added method, consistent markup, itemized bids?

How will you price your products? Value-added method, consistent markup, itemized bids?

How where you promote your products? Don't forget to include what percent of revenue you will target for marketing.

Where will you place your products services? Online only, your own stores, other companies' stores, traveling to people's homes or businesses? List all. What costs will be associated with each method?

How are you trying to position yourself within the market? Premium product, discount provider, best customer service, innovator, disruptor? What costs will be associated with your positioning goals?

What message do you want your packaging to convey? I suggest creating a brand guideline, but also write about it in this section.

What role will your people play within your marketing? How will uniforms and customer service be used to help create your brand?

Name & Logo

What is the name of each product? Will each product have a logo? Have you already reserved the trademark?

Marketing Tools and Software

Which of the following traditional marketing techniques will you use?

- Signage
- Storefront
- Collateral
- Advertising
- Promotion
- Mail

What digital marketing will you use?

- Website
- Social Media: Which ones?
- Email Marketing: What are your templates?
- Text Marketing
- Search Engine Optimization
- Blogs
- YouTube Videos

FINANCIALS

Projections

Provide tax returns and create financial projections. You'll want to follow this process for projections.

- Make a copy of this spreadsheet to create 1-3 year estimates.
- Include a detailed list of assumptions
- Include a detailed list of costs that go into each category
- Have an accountant review them and turn them into Profit and Loss Statement, Balance Sheet, and Cash Flow Statement. Attach them in the Appendix.
- Summarize findings.

Create an estimate of the break-even point

What are my fixed costs? These are costs that don't increase when you sell more products. For instance, the building lease or commercial real estate loan doesn't change for the length of the contract in most scenarios.

What are my variable costs? Include the cost of product, packaging, shipping, and anything else that increases as you sell more products.

Internal Controls

How will you manage:

- Money handling
- Check signing policies
- How to prevent inventory theft

Financing

This is where you provide details about what you are asking for and how you will use it. In marketing this would be our call to action section.

What have you already invested in the business? How was it spent? What is the return on investment?

What sources of financing are you currently pursuing and how will you use the funds?

What sources of financing do you intend to use in the future and how will you spend them?

List any financial consultants or team members that will be helping manage the funds.

Provide all references in the appendix.

APPENDIX

You'll want to include all references in this section. For each reference include a bibliography in one of the following citation formats. Make sure to use the same one throughout the entire appendix. If a document is behind a paywall you should attach the document instead.

Note that each citation is a link to the purdue writing lab which will help you create citations quickly.

MLA

Purdue Writing Lab. "MLA Style Introduction // Purdue Writing Lab." Purdue Writing Lab, https://owl.purdue.edu/owl/research_and_citation/mla_style/mla_style_introduction.html.

APA

Purdue Writing Lab. (n.d.). Apa style introduction // purdue writing lab. Purdue Writing Lab. Retrieved May 12, 2022, from https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

Chicago Style

Purdue Writing Lab. "Chicago Manual of Style 17th Edition // Purdue Writing Lab." Purdue Writing Lab. Accessed May 12, 2022.

https://owl.purdue.edu/owl/research_and_citation/chicago_manual_17th_edition/cmos_formatting_and_style_guide/chicago_manual_of_style_17th_edition.html.

Internal and External Documents

In addition to the citations, I would recommend attaching:

1. All company formation, licensing, insurance, and bond documents.
2. All executives resumes or curriculum vitae.
3. All documents that are behind a paywall.
4. All spreadsheets used for financial analysis
5. All policy manuals
6. Product literature

Sweeten the deal

If your product is something the loan agent or venture capitalist would use give them one so they can experience it first hand. If it's software give them a lifetime subscriptions with up to X members free and guaranteed pricing for over X members.