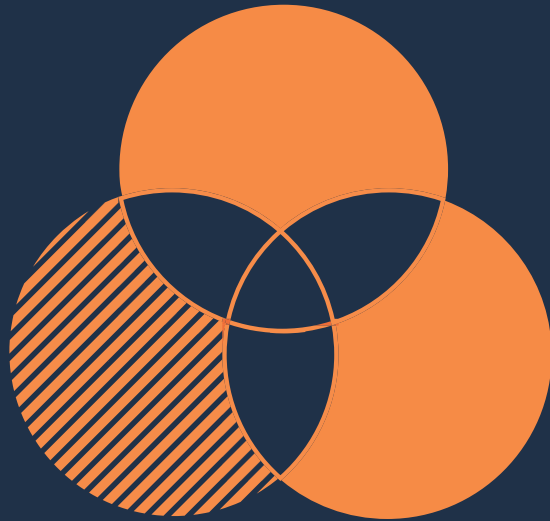




STANDARD BUSINESS PLAN



Business Overview

Our vision	
Our mission	
The service we provide	

Business Goals

Business Goals

Revenue:

Employees:

Business Owner Income:

Exit Plan: Do you want to eventually sell the business? Pass it on to your kids? Start a franchise or take your company public? Decide how you see the business (and your role in it) evolving in the future.

Competitive Advantage

Competitive Advantage

What will be your key differentiators?

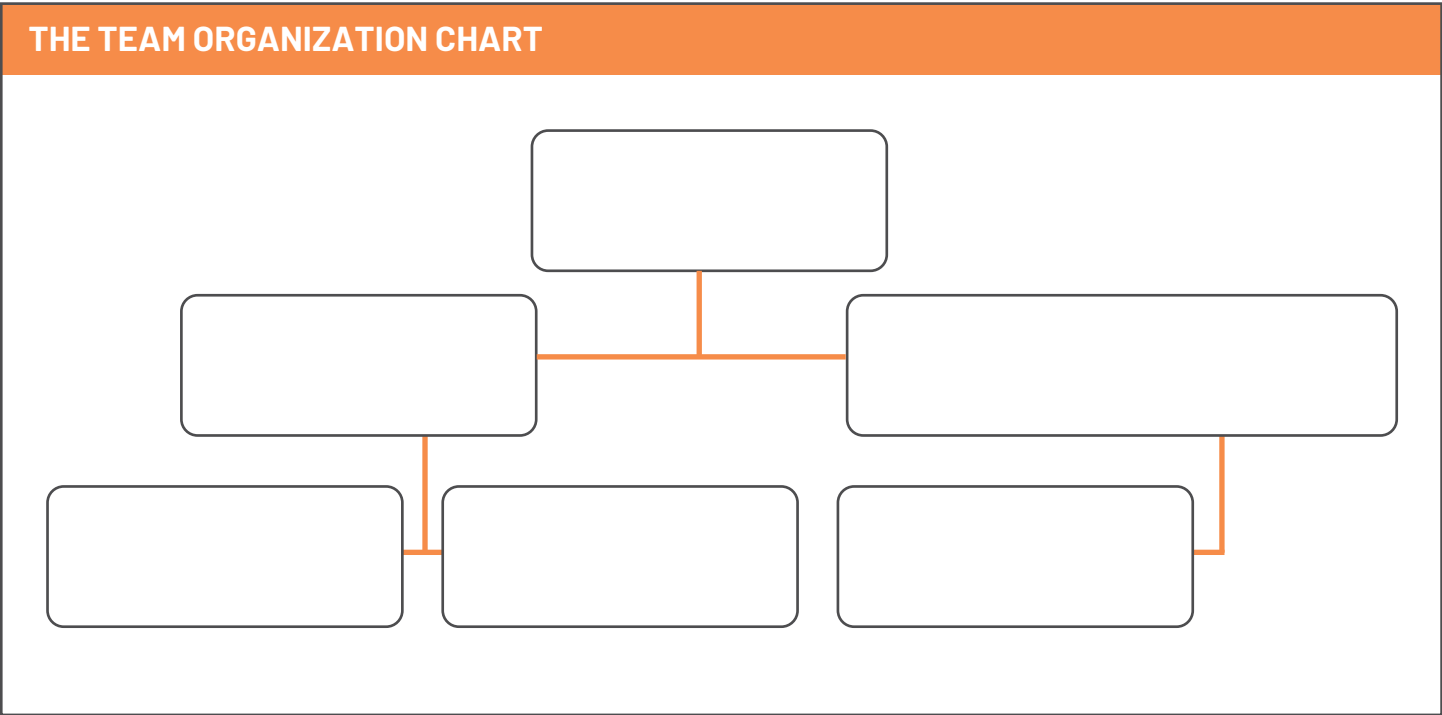
- 1.
- 2.
- 3.

Direct & Indirect Competitors

What are your competitors doing? What kinds of machines and products do they provide? What type of service do they offer? What other options do people have for on-site vending in your area?

Organizational Chart

Will you be a one-person operation, or do you plan to build an administrative team with multiple delivery and service routes? Do you have a business partner or investors? You can use this organizational chart to outline the leadership structure of your new company if you plan to have more than just you on the team.



Startup Costs

FIXED EXPENSES

Vehicle	
Machines/equipment	
Licenses and permits	
Website	
Initial inventory	
Sales and marketing material	
Reserve for unplanned expense	
Total fixed expenses	

AVERAGE MONTHLY EXPENSES

Insurance	
Products or COGS	
Financing/loan payments	
Web hosting/subscriptions	
Advertising/marketing	
Gas	
Lease/utilities (if applicable)	
Total average monthly expenses	

Sales Forecast

How much do you expect to make each year? How do you see that changing as your business grows?

Location	Year 1	Year 2	Year 3	Year 4	Year 5
Gas					
Total					

This business plan is intended for personal use only. Lenders will expect much more detail. You can download the detailed business plan template [here](#).