

BUSINESS PLAN

BUSINESS NAME

**BUSINESS ADDRESS &
CONTACT INFORMATION**

DATE

BRIEF BUSINESS DESCRIPTION

Describe the products or service you offer, who are your customers and why will they buy from you. Why did you choose this business? Do you have experience?

Example: Divine Pets will offer high-quality pet products, lavish self-serve dog wash and full-service professional grooming in a comfortable, open-style retail environment to owners who love and pamper their non-human family members.

Our target market is mature pet owners (empty nesters with active lifestyles) with higher-than-average disposable income.

I have had pets since I was a child and have 7 years' experience as a professional groomer and assistant manager of a local kennel with a large team. I love animals and want to help owners offer their pets the best life.

Divine Pets will have a small, dedicated team of 2-3 full-time (including myself) and 3-5 part-time staff. Customers will choose us because of our personalized service, quality products and services, friendly atmosphere, and connection through a love of animals.

Business Structure

- Sole Proprietor
- Partnership
- Corporation
- Other _____

Ownership: _____ % Role: _____
 _____ % Role: _____
 _____ % Role: _____
 _____ % Role: _____

Support

Key Staff:

Position: _____ Name: _____
Position: _____ Name: _____
Position: _____ Name: _____
Position: _____ Name: _____

Lawyer: _____
Accountant: _____
Bookkeeper: _____
Insurance Broker: _____

Contact

Location: _____
Hours of Operations: _____
Phone #: _____
E-mail: _____
Website: _____

Social Media:

- Facebook
- Instagram
- LinkedIn
- Twitter

Operations

DESCRIBE YOUR TEAM

- Who are the key members of your team?
- What role will they play?
- Why are they the right person for that role?
- Be critical

DESCRIBE YOUR PRODUCTS AND SERVICES

- Key products/services, price points, benefits, advantages
- Is demand for your product growing, stable or declining
- How will you deliver your product or service differently
- Be confident

DESCRIBE YOUR TARGET MARKET AND CUSTOMERS

- Key customer demographic, social status, income level, characteristics
- Is your market of customers growing, stable or declining
- Will you be located close to or far from your customers?
- Be detailed

DESCRIBE YOUR COMPETITION

- Consider local, regional, national, global, and online competitors
- What advantages do they have, what weaknesses do they have
- How will you compete? – price, quality, service
- Be objective

MARKETING / ADVERTISING / PROMOTION

- How will you reach your customers? – word of mouth, social media, website, radio, print
- What is your message?
- Be aspirational

Attachments

- Startup costs
 - Quotes, estimates, working capital, training, renovations, equipment, etc.
- Cash Flow Forecast (2 years) by month
 - Monthly cash in / cash out
- Break-even Analysis
 - $\text{Sales} = \text{Fixed Costs} + \text{Variable Costs}$