**HIGH LEVEL**

**BUSINESS PLAN**

**COMPANY NAME HERE**

EXECUTIVE SUMMARY

**The Executive Summary should be written last** after you have finished the remainder of the plan. It is an overview (no more than one page long) of your business including the problem you think you aim to solve, why your solution is different, your ideal customers, and the expected results. You should provide a high-level and optimistic description of your company.

You may choose to organize it using some of the headings below.

* **Opportunity:** What problem are you going to solve?
* **Mission:** Identify what the company aims to do for customers, employees and owners.
* **Your Solution:** How will your product or service uniquely solve the problem identified?
* **Market Focus:** What market and ideal customers will you target?
* **Expected Returns:** What are the key milestones for revenue, profits, and customers?

COMPANY OVERVIEW

Provide a brief summary of your or intended business, including

* Company name including legal structure
* For profit or not for profit business model
* If applicable, paid or volunteer donor program
* What you intend to deliver, goals and objectives
* Management structure
* Location and facilities

MARKET ANALYSIS

The Market Analysis provides an understanding of how well you know your market and if it’s big enough to support your business objectives. The section provides an overview of the industry that your business will participate in.

In defining the target market, you will identify key elements such as geographic location, demographics, buyer characteristics, your target market's needs and how these needs are being met currently. If there are any direct competitors, these should be compared to how your offering will solve it in the future.

This section may also include a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis as necessary, to better assess your business’ position against the competition.

* **Industry Type:** Begin with the broader descriptions of your market opportunity.
* **Market Segmentation:** This section is where you define the main market segments and the one or ones you are targeting now. Is your segment growing, shrinking, or will it be flat for the next few years? What percentage of the market do you think you will be able to reach? What share of the market do you anticipate having within the next 2-3 years?
* **Competition:** What are your business’ advantages over these competitors?
* **SWOT Analysis:** You can include a SWOT analysis by assessing your business in the current environment in terms of strengths and weaknesses (internal) and opportunities and threats (external).

OPERATING and REGULATORY PLAN

* **Key Customers:** Identify any customers that are important to the success of your business, whether because of a partnership, volume, or pathway to a new market.
* **Facilities:** Depending on the type of business, you may have leased, owned or shared business premises. Provide a listing of them, their purpose and future plans for facilities.
* **Regulations:** What regulations will you need to follow? What are the regulatory barriers you may need to overcome?

MARKETING AND SALES PLAN

In this section of the plan, provide the details of how your market your business. This section should also describe your sales strategy.

* **Marketing Activities:** Which of the following promotion options provide your company the best chance of product recognition, qualified leads generated, store traffic, or appointments?
  + Media advertising (newspaper, magazine, television, radio)
  + Direct mail
  + Telephone solicitation
  + Seminars or business conferences
  + Joint advertising with other companies
  + Word of mouth or fixed signage
  + Digital marketing such as social media, email marketing or SEO
* **Sales Strategy:** If needed, what will be your sales approach? Who will you sell your product to?