**Business Plan BLANK Template**

**The Title Page**

The first thing the reader should see when they read the business plan is a title page. This should include the name of your business, your name, and the date of submission to that specific reader.

**The Notice of Confidentiality**

The next thing that should appear in your Business Plan is the following:

“This document is confidential and is the property of your name and/or your business name. It is intended only for use by the person(s) to whom it is transmitted and any reproduction or divulgence of any of its contents without the prior permission or written consent of your name and/or your business name is strictly prohibited.

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**The Executive Summary**

**The Business Idea**

**Business Mission \*Optional\***

**Business Values \*Optional\***

**Business Goals \*Optional\***

**Point of Differentiation**

**Company History**

**Entrepreneur/Management Experience**

**Customer Profile**

**The Market Description**

**Competition Analysis**

**Market Opportunities**

**Market Research:**

* **Primary Research**
* **Secondary Research**

**Market Estimate**

**Distribution**

**Location**

**Pricing**

**Customer Service**

**Marketing, Advertising, Branding and Promotion Strategy**

**Quality Control**

**Suppliers**

**Inventory and Supplies**

**Equipment**

**Human Resources**

**Payment Methods and Credit Collection Policies**

**Legal Requirements**

**Book-Keeping, Banking and Accounting**

**Insurance**

**Personal Finances**

**Borrowing Needs**

**Financial Schedules, Statements and Projections**