



BUSINESS PLAN TEMPLATE

1-2 SENTENCES MAX PER RESPONSE

WHAT + HOW + WHO	WHAT do we do? Include your company name.	
	HOW do we do it? Online or in-person or both	
	WHO do we serve? Mention customer category, gender, age etc.	
	Insert business page handle if any e.g., Facebook, Instagram etc.	
WHY	DEFINE CUSTOMER PROBLEM. Explain how your business(product/s) identifies a problem or need	
	DEFINE SOLUTION PROVIDED	
	Briefly explain your idea and motivation behind this business	
REVENUE	PRICING + BILLING STRATEGIES	
	Annual Revenue	
MARKETING	CUSTOMER REACH STRATEGY (social media, newspaper, etc)	
	Amount spent on marketing	
COMPETITION	TOP COMPETITORS	
	OUR COMPETITIVE ADVANTAGE	
METRICS	SUCCESS MILESTONE MARKER 1	
	SUCCESS MILESTONE MARKER 2	



INTERNAL FACTORS OF YOUR BUSINESS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS OF YOUR BUSINESS	
OPPORTUNITIES (+)	THREATS (-)

SITUATIONAL ANALYSIS (SWOT)