

STANDARD

BUSINESS PLAN TEMPLATE





Business Plan Template

This custom template serves as a solid starting point, setting up the foundations for your business planning. Strategic responses to the below prompts can be pivotal in determining the success of your business. For a fully customised, in-depth business plan tailored to your specific goals and market conditions, connect with the VisionLaunch team and unlock the full value of our expertise.

1. Executive Summary

- What is the name of your business?
- What problem does your business solve for?
- What is your business mission and vision?
- Briefly describe your product/service offering.
- Who is your target market?
- What is your unique value proposition (UVP)?
- Provide a brief overview of your business goals and objectives.

2. Business Description

- What is the legal structure of your business (e.g., sole proprietorship, LLC, corporation)?
- What industry are you operating in, and what are its key characteristics and trends?
- What is the scope of your business (local, national, international)?
- Describe your business model (e.g., B2B, B2C, subscription-based, e-commerce).

3. Market Research & Analysis

- Who are your target customers (demographics, psychographics, behavior)?
- What are the market size and growth potential for your industry?
- Who are your main competitors, and what are their strengths and weaknesses?
- What are the opportunities and threats in your market (SWOT Analysis)?
- What are the market entry barriers and potential solutions to overcome them?



4. Marketing Strategy

- What is your brand positioning statement?
- What marketing channels will you use (digital, social media, email, SEO)?
- What is your pricing strategy (cost-plus, value-based, competitive)?
- How will you differentiate your product/service from competitors?
- What promotional activities will you implement (campaigns, partnerships, PR)?

5. Operational Plan

- What are the key activities needed to deliver your product/service?
- What resources and suppliers are critical for your operations?
- What technology systems or tools will be implemented (CRM, ERP, automation)?
- What are the locations and facilities requirements for your business operations?
- What quality control measures will you put in place?

6. Product/Service Line

- What are the core features and benefits of your product/service?
- What is your product/service development lifecycle?
- Are there any intellectual property rights you need to secure (trademarks, patents)?
- What is your production/distribution strategy (if applicable)?
- Are there any planned upgrades or new product/service launches?

7. Organisation & Management

- What is your organisational structure (hierarchical, flat, matrix)?
- Who are the key members of your team, and what are their roles?
- Do you have an advisory board or strategic partners?
- What are your HR plans (recruitment, training, development)?
- What leadership and operational systems will you put in place?



8. Financial Plan

- What is your revenue model (direct sales, subscription, freemium)?
- What are your projected sales figures (monthly, quarterly, annually)?
- What are your estimated startup costs and ongoing operational expenses?
- Provide your breakeven analysis and profit margin projections.
- What funding requirements do you have, and what is your financing strategy (self-funded, investors, loans)?

9. Risk Analysis & Contingency Planning

- What are the primary risks your business may face (market, financial, operational)?
- What contingency measures do you have in place for each risk?
- How will you monitor risk factors and manage crisis situations?
- What is your risk mitigation strategy (insurance, diversification, reserves)?

10. Growth Strategy & Milestones

- What are your short-term (1 year) and long-term (3-5 years) growth goals?
- What are the key performance indicators (KPIs) you will track?
- What expansion strategies will you consider (new markets, product lines, acquisitions)?
- What partnerships or collaborations could accelerate your growth?
- What milestones will indicate your progress (revenue targets, market share)?