



Samson Media, LLC
We Put Your Website to Work



Business Plan Template



This business plan template will guide you in creating your business plan. Once you've filled in the appropriate information, remember to thoroughly proofread it so that it is free from spelling and grammatical errors.

Business Plan

[Date]

Company name
Street address 1
Street address 2
City, state, ZIP
Business phone
Website URL
Email address

Table Of Contents

Executive Summary	4
Company Description	5
Market Analysis	6
Organization and Management	7
Products and Services	8
Marketing and Sales	9
Financial Projections	10
Funding Request	11
Appendix	12

Executive Summary

Mission Statement: A brief statement of what your business seeks to accomplish

Company Information: Founding date, names/roles of founders, number of employees, number of locations

Company Highlights: Growth highlights of the company (financial or other), along with hard numbers and charts

Product/Service: Short description of what you sell and who you sell to

Financial Information: Financing goals and any current sources of funding

Future Plans: Quick glimpse of where you're headed (expansion, new products)

Company Description

Industry: A quick description of the industry you're in

Target Market: Your primary customer base

Competitive Advantages: Describe any competitive advantages you may have, such as expertise or location.

Market Analysis

Industry Information: Size of industry, past growth, projected future growth, current trends

Competitors: Top competitors, strengths and weaknesses, total market share

Target Market: Specific customers you are targeting (current needs and existing solutions, demographic information)

Target Market Size: Amount target market spends, frequency and timing of purchases

Market Share Potential: Amount of market share you believe you can acquire

Barriers To Entry: Things that would make it difficult to succeed, such as strict regulations or high tech costs

Organization and Management

Key Stakeholders: Who are the key stakeholders in the business and how do they relate to one another (include organizational chart)?

Legal Structure: Describe whether your company is an LLC, S-Corp, C-Corp, or other legal entity.

Employee Background: Background information about key stakeholders that demonstrates expertise/value

Key Hires: List any key hires that you will need to make in order to succeed

Products and Services

Description of Product/Service: A clear description of what your product/service is

Benefits: A thorough description of how your product benefits customers and stands apart from the competition

Pricing Structure: Explanation of how you will price your product

Proprietary Information: Any intellectual property, patents, or proprietary information you possess that will contribute to your success

Supply Chain: Suppliers/vendors you rely upon, along with key information like how often you receive supplies and the method by which you receive them

Marketing and Sales

Positioning: How you will position yourself relative to your competitors (lower cost, superior quality, superior service)

Promotional Methods: Specific tactics you'll use to spread the word about your product or service

Success Metrics: How you will evaluate the results of your marketing efforts

Sales Strategy: Method(s) you will use to sell to customers (cold calling, in-person meetings, other strategies)

Sales Team: Description of who will be selling to customers

Budget: Amount of money to be spent on marketing and sales efforts

Financial Projections

Current Financial Status: Income statements, balance sheets, cash flow statements, debt documentation, and other pertinent details

12-Month Financial Projection: Projected sales, cost of goods sold, profit, expenses, net operating income

Cash Flow Projection: Projection of how much cash you'll have on hand at given points over the next 12 months

Projected Balance Sheet: Projected balance sheet in 12 months

Break-even Calculation: Projection of how much sales volume you'll need to cover costs

Funding Request

Request Details: Type of funding you are requesting along with the amount of funding and terms

Use of Funds: How you will be using the funding (inventory, payroll, other)

Future Plans: How and when you will repay the investment, any plans to sell the business

Appendix

Table Of Contents: Make it easy to connect information in the appendix to specific sections of the business plan.

Supporting Information: Key information that supports previous sections