

SMALL BUSINESS STARTUP PLAN TEMPLATE

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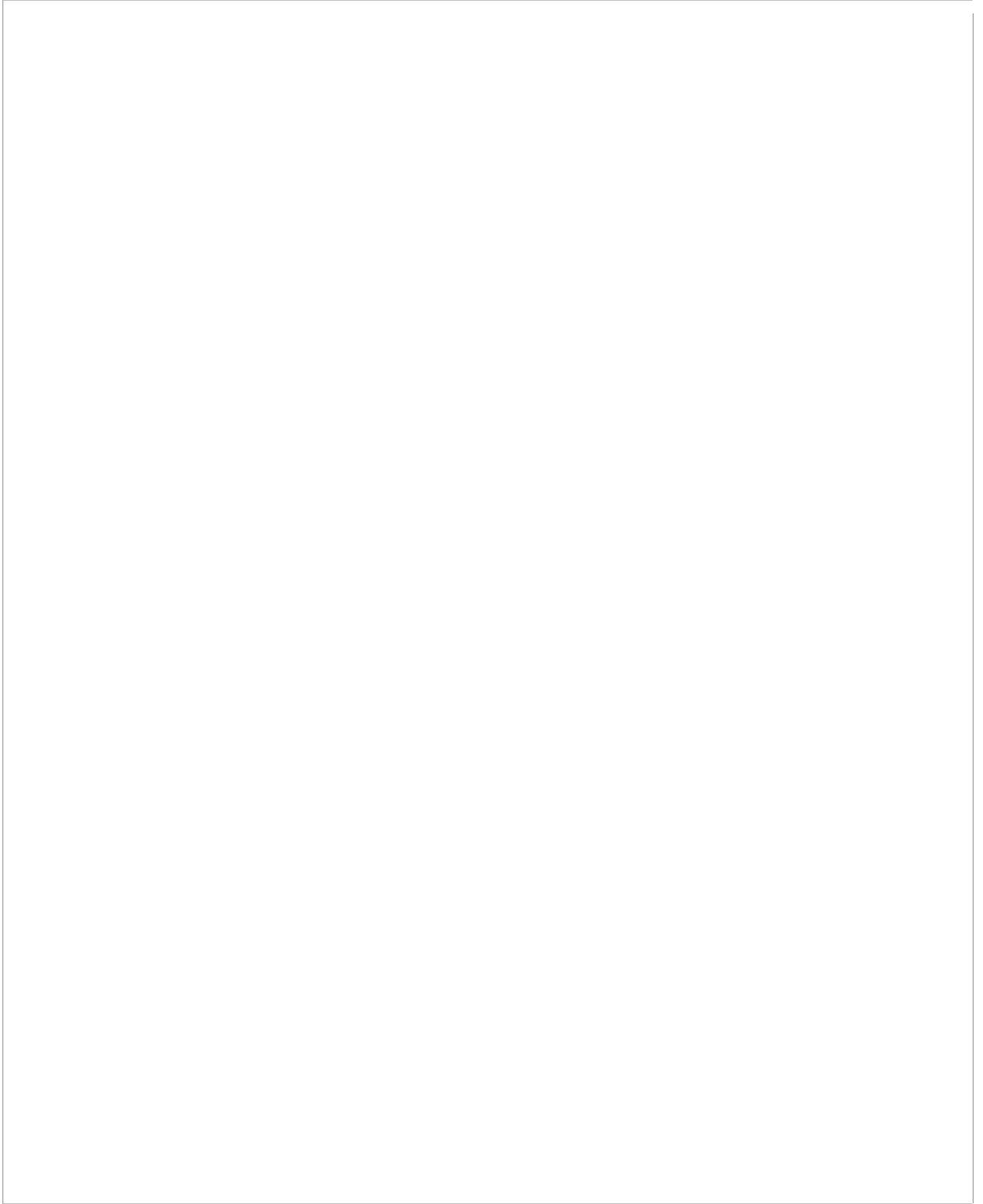


BUSINESS PLAN

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1. EXECUTIVE SUMMARY



MISSION STATEMENT

KEYS TO SUCCESS

FINANCIAL OVERVIEW

CASH			
SALES REVENUE			
FINANCIAL-YEAR NET PROFIT			
OPERATING MARGIN			
OWNERS' EQUITY			
RETURN ON EQUITY			

2. COMPANY OVERVIEW



3. PRODUCTS / SERVICES

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4. SALES / PRICING



SALES REVENUE

PRODUCTS / SERVICES			
TOTAL			

GROSS-MARGIN PERCENTAGE

DESCRIPTION			
TOTAL			

COST OF SALES

DESCRIPTION			
TOTAL			

BREAK-EVEN ANALYSIS

DESCRIPTION			
SALES REVENUE			
Cost of Sales			
VARIABLE EXPENSES TOTAL			
Personnel Expenses			
Additional Operating Expenses			
Fixed-Asset Depreciation			
Financial Expenses			
FIXED EXPENSES TOTAL			
GROSS-MARGIN PERCENTAGE			
BREAK-EVEN SALES REVENUE			
SALES REV ABOVE BREAK-EVEN			

5. MARKETING STRATEGY

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MARKET SEGMENTATION



MARKET TARGETING



6. COMPETITIVE ANALYSIS

ANALYSIS RESULTS

COMPETITOR TYPE / NAME	DESCRIPTION

7. TEAM

--	--	--	--	--	--	--	--	--	--

HEADCOUNT

DESCRIPTION			
HEADCOUNT TOTAL			

SALARY & WAGES

DESCRIPTION			
SALARY & WAGES TOTAL			

STAFF EXPENSES

DESCRIPTION			
STAFF EXPENSES TOTAL			

8. IMPLEMENTATION EXPENSE

STARTUP EXPENSES

DESCRIPTION			
STARTUP EXPENSES TOTAL			

ASSET PURCHASES

DESCRIPTION			
ASSET PURCHASES TOTAL			

9. FINANCIAL PROJECTIONS

KEY ASSUMPTIONS



INCOME STATEMENTS

Attached.

BALANCE SHEETS

Attached.

CASH-FLOW STATEMENT

Attached.

10. PERFORMANCE MEASURES

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC

APPENDICES

APPENDIX	ITEM	LOCATION

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