

# BUSINESS PLAN

## I. EXECUTIVE SUMMARY

## II. BUSINESS DESCRIPTION

### III. MARKET ANALYSIS AND COMPETITION

#### Segment 1

1) Demographic

a)

b)

c)

d)

e)

2) Psychographic

a)

b)

c)

d)

e)

3) Geographic

a)

b)

c)

d)

e)

Here is an estimated comparison of our business to existing competitors:

<b>CATEGORY</b>	<b>OUR COMPANY</b>	<b>COMPETITOR 1</b>	<b>COMPETITOR 2</b>
Est. Yearly Revenue			
Price Level			
No. Employees			
Quality			

## **IV. MARKETING AND SALES PLAN**

## **V. OPERATIONS AND MANAGEMENT PLAN**

## **VI. DEVELOPMENT PLAN**

## **VII. FINANCIAL STATEMENTS**

## VIII. SUPPORTING DOCUMENTS AND ATTACHMENTS

# SIMPLE FILL-IN-THE-BLANK BUSINESS PLAN TEMPLATE

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