**COMPANY NAME**

BUSINESS PLAN

1. EXECUTIVE SUMMARY  
     
   *A concise overview of the business plan, which encapsulates its mission, unique value proposition, target market, and key objectives. Introduce the core team members, briefly outline the financial projections, and if applicable, your funding requirements.*
2. MISSION STATEMENT

*Articulate the fundamental purpose and identity of the company. Outline the core values, goals, and the impact it aspires to make. What is the company's commitment to its customers, employees, and the broader community? How do the company’s purpose and values align the entire organisation toward a common vision?*

1. FINANCIAL OVERVIEW

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
| **CASH** (*liquid assets including physical currency, bank deposits and other objects that can be converted to cash*) |  |  |  |
| **SALES REVENUE** *( total income generated by the business)* |  |  |  |
| **FINANCIAL-YEAR NET PROFIT** *(residual amount after deducting expenses, taxes, and interest from total revenue)* |  |  |  |
| **OPERATING MARGIN** *( percentage of operating income [revenue minus operating expenses] relative to total revenue i.e. the company’s efficiency and profitability before taxes and interest)* |  |  |  |
| **OWNERS’ EQUITY** *( the owner’s claim on the company assets and the shareholders' equity or net assets)* |  |  |  |
| **RETURN ON EQUITY** *(the profitability of a company in relation to its shareholders' equity. It is calculated by dividing net income by average shareholders' equity and shows how effectively the company is using shareholder investments to generate profits)* |  |  |  |

1. COMPANY OVERVIEW

*A brief introduction to the company’s founding history, mission statement, and core values that set the tone for its identity. Describe the legal structure, location, and key facilities, and offer insights into the company's physical presence. Discuss the products or services and their unique value propositions. Include the company's target market and competitive positioning and demonstrate an understanding of the industry landscape. Add any key milestones, achievements, and notable partnerships that offer a timeline of the company's growth.*

1. PRODUCTS / SERVICES

*Detailed description of the product/service.* [*Use our product/market fit template*](https://www.ignitec.com/insights/free-product-market-fit-template-to-ensure-youre-meeting-customer-needs/) *to help ensure there is market demand for the company’s product or service and include any surveys, tests, and market research conducted.*

1. SALES / PRICING

*Provide an overview of the pricing structure*

**SALES REVENUE** *(the total income generated by the company from its primary business activities, calculated by multiplying the number of goods or services sold by their respective prices, excluding discounts and returns)*

| **PRODUCTS / SERVICES** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
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|  |  |  |  |
|  |  |  |  |
| **TOTAL** |  |  |  |

**GROSS-MARGIN PERCENTAGE** *(the proportion of total revenue that exceeds the cost of goods sold. Calculated by dividing the gross profit by total revenue and multiplying by 100. Provides insight into the company's profitability at the initial stage of production or service delivery)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
|  |  |  |  |
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|  |  |  |  |
| **TOTAL** |  |  |  |

**COST OF SALES** *(the direct expenses incurred in producing or acquiring goods and services sold, including materials, labour, and manufacturing overhead, reflecting the total expenditure of delivering its products to customers.)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL** |  |  |  |

## BREAK-EVEN ANALYSIS

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
| **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** |  |  |  |

1. MARKETING STRATEGY

*How does the company plan to promote and sell its products or services? Identify the target market and its needs, preferences, and behaviours. Outline the company’s unique value proposition and positioning, highlighting key differentiators from competitors. Include the company’s product strategy, pricing, distribution channels, and promotional activities. Discuss digital and traditional marketing tactics and the company’s plans for advertising, public relations, and sales promotions. Address market trends, potential challenges, and the company's approach to market research and customer feedback, providing a strategic roadmap to reach and engage the target audience effectively.*

MARKET SEGMENTATION

*Categorise the target market into distinct groups based on demographic, psychographic, geographic, or behavioural factors. How will the company tailor its marketing strategies to better meet the specific needs of each identified segment?*

## MARKET TARGETING

* + 1. Target Market One:
    2. Target Market Two:
    3. Target Market Three:

1. COMPETITIVE ANALYSIS

**ANALYSIS RESULTS** *(use our competitor analysis template to help fine-tune your unique selling points).*

| **COMPETITOR TYPE / NAME** | **DESCRIPTION** |
| --- | --- |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| 6. |  |
| 7. |  |

1. TEAM

*Provide an overview of the management and staffing structure and efforts used to build teams and attract talent*

## HEADCOUNT

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
| **SALES REPS** |  |  |  |
| **OFFICE STAFF** |  |  |  |
| **MANAGEMENT** |  |  |  |
| **CONSULTANTS** |  |  |  |
| **PARTNERS** |  |  |  |
| **HEADCOUNT TOTAL** |  |  |  |

## SALARY & WAGES

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
| **SALES REPS** |  |  |  |
| **OFFICE STAFF** |  |  |  |
| **MANAGEMENT** |  |  |  |
| **CONSULTANTS** |  |  |  |
| **PARTNERS** |  |  |  |
| **SALARY & WAGES TOTAL** |  |  |  |

## STAFF EXPENSES

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
| **SOCIAL SECURITY** |  |  |  |
| **BENEFITS** |  |  |  |
| **HOLIDAY PAY** |  |  |  |
| **OTHER** |  |  |  |
| **OTHER** |  |  |  |
| **STAFF EXPENSES TOTAL** |  |  |  |

1. START-UP EXPENSES *(please refer to our* [*business startup expenses template*](https://www.ignitec.com/insights/a-business-startup-costs-template-to-help-set-you-up-for-success/) *for help in this regard)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
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|  |  |  |  |
|  |  |  |  |
| **START-UP EXPENSES TOTAL** |  |  |  |

**ASSET PURCHASES**

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |
| **ASSET PURCHASES TOTAL** |  |  |  |

1. FINANCIAL PROJECTIONS

**PERFORMANCE MEASURES** *( key metrics and indicators that quantitatively assess the company's operational, financial, and strategic success i.e. track the company’s performance against its benchmarks and objectives)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
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**INCOME STATEMENTS** *( refer to our* [*profit and loss template*](https://www.ignitec.com/insights/a-free-profit-and-loss-template-to-help-assess-the-health-of-your-business/) *for help in this regard)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
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## 

**BALANCE SHEETS** *(the company's financial position at a specific point in time, detailing its assets, liabilities, and shareholders' equity)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
|  |  |  |  |
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**CASH-FLOW STATEMENT** *(track the inflow and outflow of cash over each period, detailing the sources and uses of cash, to provide a crucial overview of the company's liquidity and ability to meet its short-term obligations)*

| **DESCRIPTION** | **2021** | **2022** | **2023** |
| --- | --- | --- | --- |
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1. FUNDING REQUEST

*If you're seeking external funding, clearly state the amount you need and how you intend to use the funds. Use the financial projections above to provide a detailed breakdown of your startup's financial needs. Transparency is key to gaining the trust of potential investors.*

1. APPENDIX

*Include any additional information that supports your business plan, such as resumes of key team members, market research data, and any relevant legal documents.*