

Date

Business Name Here

INSERT COMPANY IMAGE HERE [OPTIONAL]

Name

Email

Phone

URL

Address



Content

- Executive Summary
- Company Description
- Vision
- Products & Services
- Market Analysis
- Pricing Strategy
- Banking Services Plan
- Marketing Plan
- Financial Plan
- Milestones & Metrics
- Action Plans

Executive Summary

This section will bring together all the key elements of your business plan, summing up the opportunity in a concise paragraph.

Point to consider:

- Short, concise paragraph*
- Be written in the same order as the full plan*
- To be written LAST*

Company Description

Purpose of the company:

Vision:

*the desired future position of the company
briefly*

Mission:

the approach to reach the objectives

Company Formation: *list the all information needed*

Team: *what different departments do you require?*

The Industry:

what industry are you in?

The Market: *Locational & geographical market where you have a presence*

Status & Stage:

current status & stage of the business

Notable Achievements:

list all the achievements from your company

Vision

This section conveys your hopes and aspiration for the business. Here would be perfect to include a vision statement.

Points to consider:

- What are you selling?*
- What do you see this business becoming in x years?*
- How do you plan to grow the business and to what degree?*
- Will you hire employees?*
- Open new branches?*
- Do you plan to sell the business for profit or personal usage?*

Products & Services

Your products and/or services:

list the categories

Define the core product:

briefly describe the nature of your product(s) and/service(s)

Unique Selling Point (USP):

the essence of what makes your product or service better than competitors

Target Market:

specify who are your potential customers

Addressing The Need:

how will your service address the needs of your target market

The Service:

how will you provide this service?

Market Analysis

Talk about your customers and your competitors.

Your customers are the people (or businesses) that need your product or service the most. They'll need the least convincing to spend money with you.

Points To Consider:

- People

- Where do they live? What age are they? What do they do for a living? What do they care about?

- Business

- What industry are they in? How big are they? where are they? how much money do they typically spend on your type of product or service?

Describe your competitors: Who else is going after these customers? List the advantages in terms of access to customers, marketing budget, or economies of scale.

Market Analysis Continued ...

Here's an extra page for you ...

Pricing Strategy

*This section will demonstrate how your business will be profitable.
Summarise your projected revenue and expenses.*

Points to consider:

- What is the current pricing (if applicable)?*
- How much will you charge for your services?*
- How will you determine your pricing?*
- How will this pricing be competitive enough to attract your target market, but high enough to generate a profit?*

Banking Services Plan

Trading countries:

list the countries that you are currently trading with or planning to (if any)

Estimated In & Out Transaction:

volume per year and amount of each transaction

Main type of payment:

(e.g. bank transfer, cash deposit etc.)

Additional Notes:

Marketing Plan

Purpose of the company:

SWOT Analysis:

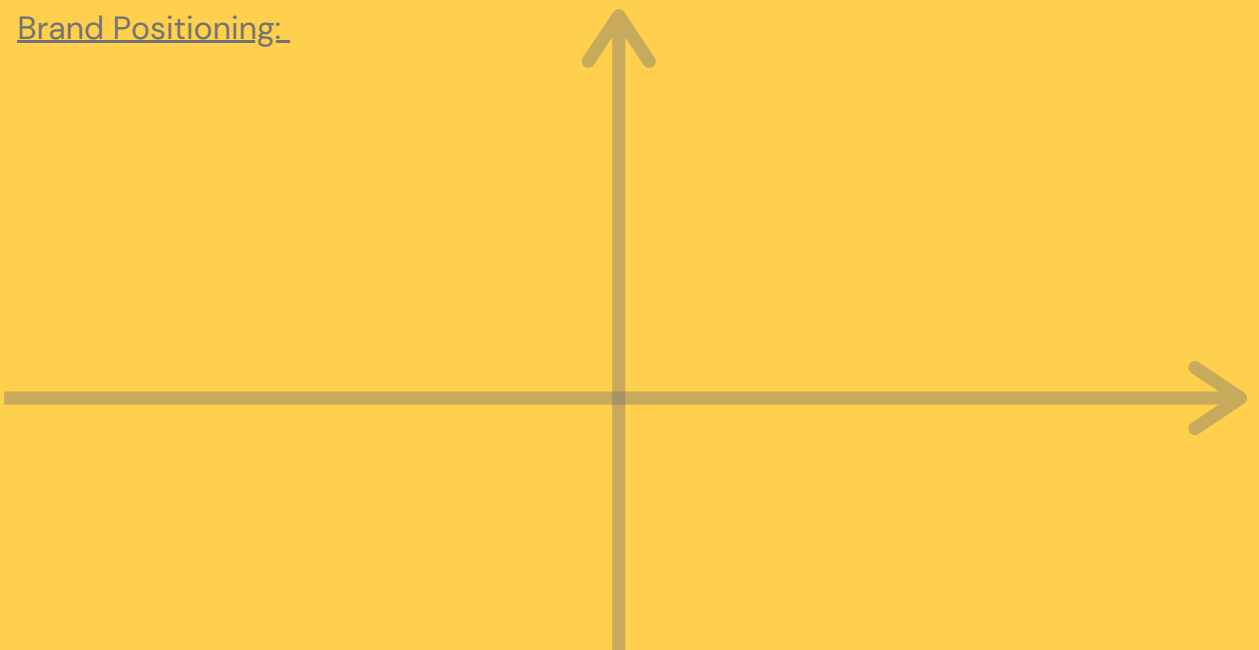
Strengths:

Weaknesses:

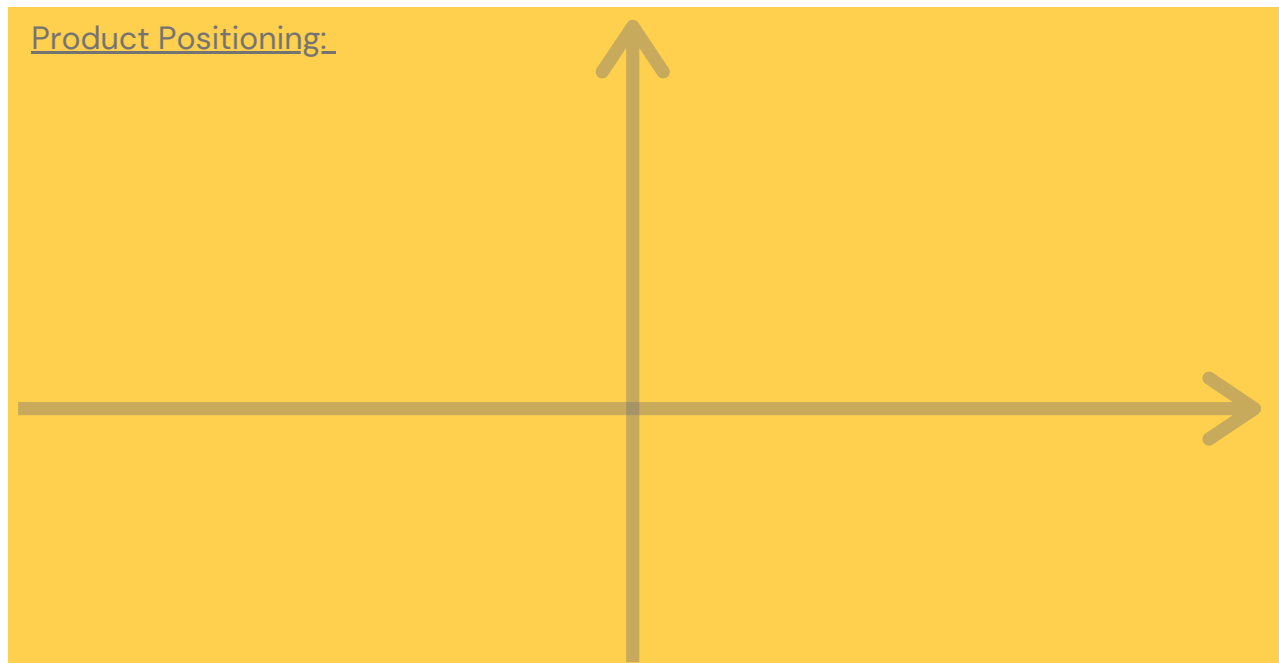
Opportunities:

Threats:

Brand Positioning:



Marketing Plan Continued



Traditional Marketing:
(e.g. newspapers, flyers, posters etc.)

Digital Marketing:
(e.g. social media, email, influencers etc)

Sales Promotional Method: Yes / No / Maybe

Branding Materials:
Business Collaterals (e.g Business card, files, letters etc.)

Financial Plan

This will be a snapshot of where your business is and where you hope for it to go with the funding needed.

Points to include:

- What are your past finances?*
- What is your startup cost and capitalization requirements, or funding and loan requests?*
- What are your cash flow projections, income and expenses?*

Milestone & Metrics

This will be a snapshot of where your business is and where you hope for it to go with the funding needed.

Points to include:

- What are your past finances?*
- What is your startup cost and capitalization requirements, or funding and loan requests?*
- What are your cash flow projections, income and expenses?*

Action Plans

Briefly describe the action items needed to achieve your objectives, using milestone dates.

Describe any possible solutions for potential obstacles.