




Business Plan Example

A business plan guide

Business Plan [YEAR]

Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@upmetrics.co

 <https://upmetrics.co>

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1.

Executive Summary

Financial summary



TIP

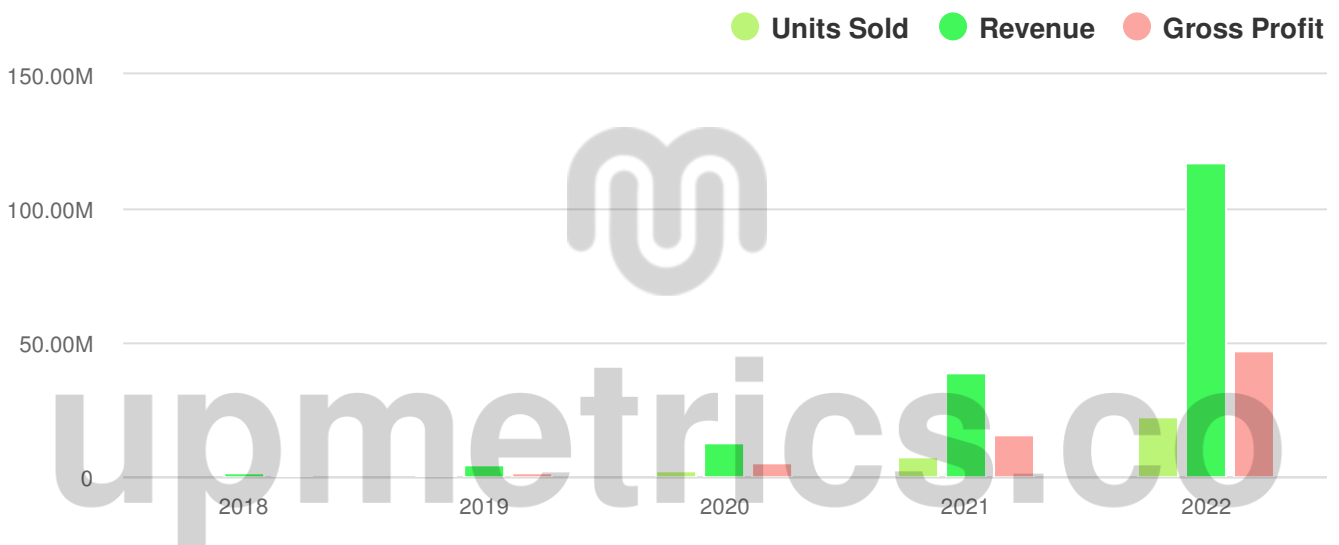
The basic purpose of this section is to provide a quick overview of the business activities so that your target readers can evaluate your organization's overall business model and planning.

- You must specify in brief the various products [To unlock help try Upmetrics!](#)

Start Writing here...

Financial summary

Units Sold, Projected Revenue and Gross profit



Financial Year	Units Sold	Revenue	Gross Profit
2018	261275	1441647	623408
2019	790579	4272979	1807949
2020	2407122	12777114	5300013
2021	7368015	38504837	15691482
2022	22654124	116827260	46873713

2.

Vision, Goals and Objectives

Vision

Goals and Objectives

Vision



TIP

A vision statement is a quick reminder of what the organization is trying to achieve. It has to be short, punchy, and memorable and describe a unique outcome that only you can provide. If possible, do not use metaphors and business buzz words. There is a need to align with the values that you want your people to exhibit as you perform your work.

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Goals and Objectives



TIP

Goals and objectives will help the reader to understand the value system of your company and understand the framework through which you will define and execute strategy.

- Distinguish between long and short-term objectives

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3.

Key People

Management Team



TIP

You have to provide a short description of the various key people involved with the business such as the Founder, C-Level employees, and other prominent employees. Each member's educational accomplishments, past experience, achievements, skills, designations with a profile pictures are also included in this section.

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Management Team



JOHN DOE

Managing Director john.doe@example.com

John has done MBA with specialization in marketing and strategy from [ABC] University. he is the Director of marketing responsible for implementing the brand strategy, marketing strategy including campaigns, events etc. She manages a team of 10 highly skilled managers.



UNCLE TOM

Manager - uncle.tom@example.com

Uncle Tom is a very skilled manager, he has done MBA from ABC University. he is good at following skills :

- Communication
- Leadership.
- Listening.
- Delegation.
- Critical Thinking.
- Trustworthiness.
- Networking.
- Employee Recognition.

4.

Analyzing the pain points (Problem statement)

What is the pain point?

What is currently being offered?

What is the pain point?



TIP

You need to describe the core issues being faced by your prospective customer. It should clearly mention the impact of such problems on the target customer and express the 5 Ws i.e., 'Who, When, What, Why and Where' so that the reader would be able to retrieve important relevant information out for discussion. The problem needs to be broken down i

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What is currently being offered?



TIP

Describe in brief the existing products or services being offered in the market and why they do not meet the expectations of the customers.

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5.

Product and Service Offerings



TIP

This section must describe your product and services in minute detail. You have to provide an in-depth analysis of your offerings including technical specifications, pictures, IP, drawings, pricing, fee, subscription plans, after-sale services, etc. Moreover, you need to express these solutions in the simplest way and with minimal use of any specific jargon. You

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6.

Market Analysis

Target Market and Potential

TAM, SAM and SOM Analysis

Current Market Trends

Target Market and Potential



TIP

You need to specify detailed statistics that include industry size, growth rate, profitability, etc. In addition, you need to describe the different market segments and differentiate them from multiple factors that define these segments.

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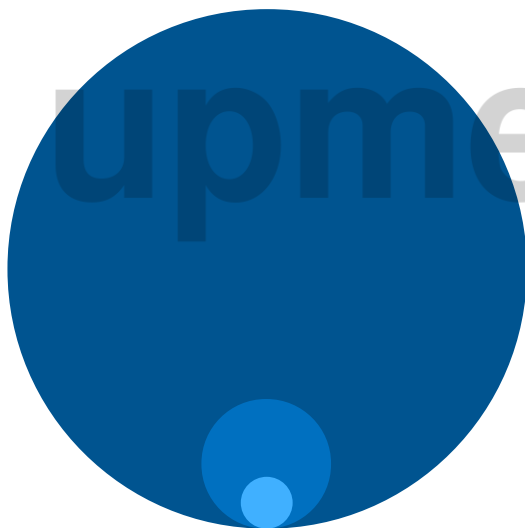
TIP

In this segment, the reader needs to understand the potential size of your target market by conducting the TAM, SAM, and SOM Analysis. These indicators help to evaluate if the market is worth investing in.

- TAM (Total Addressable Market) represents the

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TAM, SAM and SOM Analysis



Available Market
Total Addressable Market

10M

Served Market
Serviceable Available Market

2M

Target Market
Serviceable Obtainable Market

1M

Current Market Trends



TIP

It will include the current scenario as well as what the past has been and what the future holds for your market. You need to analyze various factors such as changing customer needs, demographics, pricing, technology, economy, global and social factors, etc. and identify the ones that will have the most likely impact on your business.

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7.

Customer Analysis



TIP

Customers are the key elements of every business organization.

- Outline your customer profile; determine their characteristics, behaviors, attributes, and expectations.
- Create geographic and demographic segments

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8.

Business Model



TIP

Building a Business model will let you identify all the possible revenue streams (and also simultaneously considering expenses) in order to determine the overall profitability and financial stability of the company.

- List every form of the revenue stream from a [To unlock help try Upmetrics!](#)

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9.

PESTEL Analysis



TIP

Every business is prone to certain risks such as technological, economic, financial, political, legal, and social. Therefore, you must draft a well-defined strategy in response to such risks. You should specify the various processes, methods, and tools to identify what could go wrong and evaluate which risks should be dealt with and how.

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10.

Pricing Mechanism



TIP

An efficient pricing strategy will help the business to achieve financial objectives and bring operating clarity. While determining the pricing strategy you must:

- Make a price comparison with close competitors

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11.

Competition

A Perspective on Closest Competitors
Competitive Advantages

A Perspective on Closest Competitors



TIP

This will help you to identify and understand competitors, followed by an in-depth analysis of their strengths and weaknesses.

- You have to list your major competitors, their names, addresses, logos, etc. and how they will compete with you in terms

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Competitive Advantages



TIP

Competitive advantages are your business's Unique Selling Propositions. They are attributable to a variety of factors, including distribution network, brand, intellectual property, quality of product offerings, cost structure, and customer support. Access to such differential advantages will help the businesses to stay above their competitors and lead the industry.

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Brand

One of the strongest sustainable competitive advantages, because it takes not only money but also a long time to build a successful brand.



Network effect

"Network effect" happens when the value of a product or service depends on the number of its users. In a positive network effect, the more people use it, the more valuable the product becomes. Once the user base reaches a critical mass, it's extremely hard for anyone else to achieve the same position.



Economies of scale

The basic tenet of economies of scale is that the cost per unit declines as output increases. The lower cost per unit is largely driven by the presence of fixed costs within the business's cost curve.



Patents/ Intellectual property

Patents are essentially a temporary monopoly granted by the governments to stimulate risky R&D. Example: biotech and pharmaceutical companies.

12.

Timeline



TIP

You need to identify various parameters that will help to meet the short and long term objectives of the firm. A Plan without a timeline is a dream. This will showcase to your investor that you have benchmarked and quantified your goals. This will allow you and your investors to evaluate the organization on a regular basis.

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13.

Key Success
Elements



TIP

You need to identify the key cause of success and failure in your industry. It is important to provide a clear idea of what it takes to be successful in the industry by considering your target population and business position. You could also discuss the business' added advantage in terms of quality, technology, location, size of firms, etc.

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14.

Marketing & Distribution

Marketing Strategy

Distribution Strategy

Marketing Strategy



TIP

The purpose of the marketing strategy is to identify and communicate the benefits of your business offering to your target market. You need to describe:

- The tools and activities you have chosen to market your product or service offerings

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Distribution Strategy



TIP

It refers to the various intermediaries through which the goods or services would be made available to the end consumer.

- Recognize various channels to reach the end consumer
- Specify if you want to involve an intermediary

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15.

Sales



TIP

In order to gain a competitive advantage, sales strategy helps to position a company's brand and product accordingly.

- Identify the number of salespeople required in your sales team.
Formulate a sales funnel strategy and determine

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16.

Marketing Mix & Positioning



TIP

Right business positioning helps you and your team to stay focused and develop marketing and sales tactics accordingly. It helps the investor understand where your product or service will fit into a broader market scenario. Do include:

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17.

Funding



TIP

If you are looking for funding,

- Specify the necessary details for the funding requirement.
- Determine the approximate amount of funds required.
- Describe how will you channelize your funds t

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Projected Funding Data

Here you can embed your projected funding data from financial forecasting.



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18.

Exit Strategy



TIP

How would you give your investors a return on investment?

- Identify ways to make your business more lucrative to potential buyers
- Determine the various possible exit strategies such as IPO, Strategic Sales, Merger & Acquisition, etc.

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19.

SWOT Analysis



TIP

Determine your company's strength, weakness, opportunities, and threats are essential for the reader to understand the internal and external forces affecting company operations.

- **Strength** –

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Strengths

- What advantages does your idea or business have?
- What unique selling proposition do you have?
- What does your app do better than anyone else?
- Are there any unique resources you can draw upon?
- What is the final goal that you define as a sale?

S

Weaknesses

- What improvements could you bring?
- What should you abandon?
- What do your users consider as a weakness?
- What characteristics of your product do negatively affect your sales?

W

Opportunities

- What trends and technologies can you implement?
- What weaknesses of your competitors can you use?
- What opportunities can you get when scaling your idea?

O

Threats

- What are the difficulties you might face?
- How do your competitors overcome threats?
- How do quality standards influence your mobile app or idea?
- Will your mobile app be ready for changing technologies?
- Have you made sure that you will not have funding problems?

T

20.

PORTER Analysis



TIP

You need to describe the five forces that can influence your business activity i.e., a threat of new entrants, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, Industry Rivalry, etc.

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21.

Financials

Financial Analysis

Projected Revenue

Profit and Loss Account

Cash Flow Statement

Balance Sheet

Financial Analysis



TIP

A Financial Plan helps the reader to understand the numbers in a professional format. It also includes analytics for in-depth evaluation.

- Create an assumption sheet, derive revenue streams, and include all the possible incomes, expenses, and key facts w

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Projected Revenue

Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

Profit and Loss Account

Projected Expense Data

Here you can embed your projected expenses data from financial forecasting.



TIP

It helps to determine cash inflows and outflows under operating, investing and financing activities.

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Cash Flow Statement

Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.



TIP

It provides a general overview of the financial position of the business and helps to list everything a company owns and owes at a specific point in time.

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Balance Sheet

Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

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