****

| **Hi There!**  Thanks for downloading this template.    You Can Edit This Version To Fit Your Needs. |
| --- |
| **What is an Operational Plan?**  You can use an operational plan for setting long-term and short-term goals for your business, and to create strategies to fulfil the same.  This template would come in handy for the following purposes:   1. For noting down strategies to achieve your goals. 2. For setting deadlines. 3. For allotting tasks to specific people.   An operational plan helps you set milestones for achieving your goals. It highlights what an average day at your firm would look like.  Having an operations plan gives you a direction to work on and ensures that your efforts do not go to waste.  Thus, creating an operations plan can be a great investment of your time and energy if you use it the right way. |

| Do you want to plan your business faster?  Upmetrics can help you at every step of writing your business plan.  So, what are you waiting for! | Sample Business Plan |
| --- | --- |
| [**Start writing your business plan today**](https://upmetrics.co/call-to-download?utm_source=operational-plan-template&utm_medium=create-business-plan&utm_campaign=download&discount=WELCOME-10)**!** | |

**Operational Plan Template**

**Executive Summary**

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| *Give a brief overview of your business plan.* |

**Strategic Context**

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| *Describe why you need the plan, and what you want to achieve through a particular strategy.* |

**Business Objectives**

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| *Note down the business goals and milestones that you plan on achieving within a year.* |

**Problem Analysis**

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| *Give an analysis of why a market problem exists, who it impacts, how much does it impact, etc.* |

**The Solution**

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| Explain how your business can help solve the problem and how your solution is unique from the ones currently existing ones. |

**Key Performance Indicators**

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| *Provide essential data that proves the importance of your operational plan.* |

**Financial Summary**

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| --- |
| *Give a breakdown of your financial requirements and take note of your funding sources and capital requirements.* |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **1Q22** | **2Q22** | **3Q22** | **4Q22** |
| KPI 1 |  |  |  |  |
| KPI 2 |  |  |  |  |
| KPI 3 |  |  |  |  |
| Revenue |  |  |  |  |
| Cost of Sales |  |  |  |  |
| Gross Profit |  |  |  |  |
| Customer Acquisition Cost |  |  |  |  |
| Other Operating Expense |  |  |  |  |
| Operating Profit |  |  |  |  |
| Change in Cash |  |  |  |  |
| Ending Cash |  |  |  |  |
| Employees (FTEs) |  |  |  |  |

**Hiring Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **1Q22** | **2Q22** | **3Q22** | **4Q22** |
| Engineering |  |  |  |  |
| Product |  |  |  |  |
| Marketing |  |  |  |  |
| Sales |  |  |  |  |
| Support |  |  |  |  |
| Finance/Admin |  |  |  |  |

**Key Assumptions and Potential Risks**

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| --- |
| *Explain potential risks of the business as well as how you can work towards reducing the impact of such risks.* |

**Goals**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **1Q22** | **2Q22** | **3Q22** | **4Q22** |
| Area 1 |  |  |  |  |
| Area 2 |  |  |  |  |
| Area 3 |  |  |  |  |

**Next Steps**

|  |
| --- |
| *Write down what step you’ll have to take next to achieve the goals and to implement the strategies.* |