

BUSINESS PLAN

For

BUSINESS NAME

Submitted by

Owner's Name

Address, City, Zip Code

Phone: 361-XXX-XXX

Date: 00/00/2016

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I. Executive Summary

Company and Background

(1-2 paragraphs on basic company information including age of company, location, owners names, size in employees and/or sales, major products or services, and major accomplishments/milestones.)

Market Opportunity and Industry Overview

(2-4 paragraphs describing the need for your product or service. Describe the current problem and how your product or service will fix it. Use current and creditable third-party verification, if possible. Provide descriptions of market size and trends, target customers, their needs, and your company's solution.)

Competition and Competitive Advantages

(1-2 paragraphs describing key competitors and how you compare to them on issues that are important to the customer. Give emphasis to sustainable competitive advantages.)

Marketing Plan

(2-3 paragraphs describing how you will reach your target market and motivate them to buy your product or service. Include strategies for branding, promotion, pricing, packaging, distribution channels, etc. that fit your circumstances.)

Management and Operations

(List key members of your management team. You may also include key advisors)

(Team member #1 name, title) – (1-3 sentences of most critical background information)

(Team member #2 name, title) – (1-3 sentences of most critical background information)

(Team member #3 name, title) (1-3 sentences of most critical background information, add additional management team members as necessary)

(1-2 paragraphs describing key issues in production, operations and logistics. This could include key suppliers and an overview of how goods or services are purchased or produced.

Financing Needs and Financial Results

(If you are seeking financing for your business include 1-2 paragraphs explaining how much money you will need to start or expand your business, where you expect it to come from (include debt and equity), and what you are going to use it for.

II. Name of the Business

The business has an Assumed Name Certificate (DBA) as XXXXXXXXXXXX and it has been registered in the XXXXXXXXXXX County, Texas.

III. Ownership of Business

XXXXX legal business structure is a XXXXX registered in Texas with XXXXX with XXX holding XX% and XXX holding XX% of the outstanding shares.

IV. Information on the Business

a. Type of Business and Products or Service

(What is the purpose of the product or service you are offering? What market need does your product or service meet? What features make your product or service unique? Is there a customer-perceived need for your product or service? What benefits do the customers get by buying your product or service? What related products or services will you offer now or in the future? What limitations do you have (expansion, government regulations, insurance, weather, perishability, obsolescence, etc.) Do you have proprietary rights over the product or service (patents, copyrights, trademarks)? How are you getting your product or service to the customer-distribution?)

XXXXXX is a xxxxxxxxxxxxxxxx business providing xxxxxxxxxxxxxxxx for xxxxxxxxxxxxxxxx.

General products include, but not limited to:

- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx

Specialized products will include:

- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxx

c. Location and Hours of Operation

The proposed business location is at (street address, city, state, zip). This will (lease property, be a home-based business, purchase property). (Describe the location.)

The office will open from (8:00 a.m. to 5:30 p.m. Monday through Friday), while consultation hours will be from (8:30 a.m. to 5:00 p.m.) The office will be closed on major public holidays. When the office is closed, there will be an xxxxx accessible by phone using the answering service, xxxxxxxx. If the demand is sufficient as the business grows, xxxxxxxx will consider opening the office during limited hours on weekends.

(ADD a map of the location using Google Maps or Map Quest)

d. Revenues and Accounting

(Describe the Revenue and Recordkeeping processes of your business)

Revenue Process:

Revenues will be generated by providing reliable and professional xxxxxx services to our xxxxxxxxxxxx. Fees charged for services will be determined by the contractual agreement with the various xxxxxxxxxxxxxxxx.

Fee collection for xxxxxx will include xxxxxxxx at the time of service. However based on the industry trend for xxxxxxxx, xx% of xxxxxx will require subsequent invoicing. Invoices will be sent within xxx days of the service provided. Based on prior experience, these Accounts Receivables will be collected within xxx days after invoicing.

XXXXX will accept cash, checks and major credit cards (VISA, MasterCard, Discover, American Express) for xxxxxxxx. We conservatively anticipate that xx% of xxxxxxxxxxxxxxxxxxxxxxxx will be paid via a major credit card.

Xxxxxxxxxx billing will be contracted to a 3rd party, xxxxxxxx. XXXXX has xx years of experience with xxxxx billing. It is the intention of XXXXX that after xx months of satisfactory billing for XXXXXXXX, to offer XXXX a full-time position with the team or bring the billing in-house to be performed by XXXXX.

During the early phases of this new business, XXXXXXXX will generate a second source of income until this xxxxxxxx grows enough to support sufficient cash flow and net profits. XXXXXX will participate in xxxxxxxx employment at xxxxxxxxxxxx. This is xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx. He has been xxxxxx and has completed his employment contract, enabling him to be employed by XXXXXXXX. The director of the facility has been encouraging him to start xxxxxx as soon as his schedule allows. XXXXXXXX plans to xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx.

Revenue Assumptions:

XXXXXXXX estimates that revenue generated from xxxxxxx will be xxxxxxxx. This is based on target markets from these types of businesses and groups:

- XXXX
- XXXX
- XXXX

Product Pricing:

Pricing for xxxxxxxx, will be billed according to industry standards. Based on the Corpus Christi market for xxxx products, the pricing structures are as follows:

- xxxxxxxxxxxx:
 - xxxxxxxxxxxx
 - xxxxxxxxxxxx
- xxxxxxxxxxxx:
 - xxxxxxxxxxxx
 - xxxxxxxxxxxx
- xxxxxxxxxxxx:
 - xxxxxxxxxxxx
 - xxxxxxxxxxxx

Accounting and Recordkeeping:

(What tools are you using to keep the records? Who is keeping the records? How are they qualified to keep the records?)

Full accounting records, including xxxxxxxx, will be maintained using xxxxxxxxxxxxxxx software system.

Financial record keeping and payroll will be managed in-house using the accounting software QuickBooks with XXXXXX directly performing these activities. XXXX has payroll related experience with some limited exposure to QuickBooks. Payroll will be processed every 2 weeks.

XXXX CPA, based in XXXXXX, TX has already assisted XXXX with xxxxxxxx. He will continue to be contracted to assist with the QuickBooks set up and initial and periodic review of the financial activities and statements. He will also prepare the annual business tax return.

e. **Inventory and Supplies**

Inventory and Vendors:

XXXXXX is product based business offering these various types of inventory for sales to customers: (If this business sells merchandise, describe the inventory and list the main vendor contact information for these products. If the business is a service-based only business, then say as a service-based only business and therefore has no inventory and no associated cost of goods sold.)

Supplies and Suppliers:

(Note the type of supplies you consume in operating your business. This is NOT major equipment or vehicles, but rather the supplies it takes to operate.)

Consumables supplies include general office supplies, cleaning supplies, xxxxxxxx, xxxx, and xxxxxx supplies.

General office supplies and cleaning supplies will be purchased from local vendors on as-needed basis because they are readily available.

Xxxxxxxx will be purchased from xxxxxxxxxxxxxxxx. Xxxxxxxx will be purchased from xxxxxxxxxxxxxxxx vendors. Procurement for both xxxxxxxxxxxx will started one month prior to start of business operations and is expected to be restocked monthly on an as needed basis.

Xxxxxxxx, xxxxx and xxxxx supplies will be procured from xxxxxx vendors one month ahead of the start of business and will restock monthly on an as needed basis.

The main suppliers for xxxxx, xxxxxxx, and xxxxxxx supplies will be the following:

- XXXXXXXXXXX
- XXXXXXXXXXX
- XXXXXXXXXXX

f. Legal

(Include all license, permits, and/or certifications required for your industry. Include all licenses, permits and/or certifications that may not necessarily be required by your industry, but you as an owner may require, if any.)

XXXXXX is in compliance with all local, state, county, and federal rules and regulations. The business will obtain the required operating licenses issued by the XXXXXXXX.

All xxxxx must possess valid certifications from xxxxxxxx, while xxxxxx must possess valid certifications from xxxxxxxx.

The practice will retain the services of XXXX for assistance with employment, contractual agreements, and other legal services.

g. Current Proposal

(What capital are you putting into the business? What is the amount of your loan or investment request? What interest rate and maturity are you requesting for this loan or investment? What collateral are you offering to secure the loan? What are the total startup costs for your business? This section will be updated and finalized after the financial projections are started.)

Sample: As the need for child care services in the Anytown area grows, so will the operation of ABC Child Care. Mrs. Smith and Mrs. Wood have a total of \$90,000 to invest in this project (land appraised at \$50,000 and \$40,000 in cash or cash equivalents). Mrs. Smith and Mrs. Wood need additional financing for two business loans, totaling \$150,000.

Projected Business Start-up Costs	
Description	Amount
Construction of Facility (15 year loan)	\$100,000
Equipment (7 year loan)	\$ 30,000
Furnishings (7 year loan)	\$ 20,000
Total	\$150,000

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX.

a. Promotion:

Promotional efforts for the XXXXXXXXXX services will be concentrated in specific areas:

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

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b. Advertising:

Advertising is planned to begin in xxxxxxxx, ahead of the opening of the business in xxxxxxxx. It will be concentrated in these areas:

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
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