

Ecommerce Business Plan Template

1. Business Overview

Funding Needed

2. Company Description

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Mission & vision statement:

3. Market Analysis

Industry overview

Target customers

Competitive analysis

4. Products and Services

Product Categories:

Unique Value:

Fulfillment Model:

Additional Services:

5. Marketing & Sales Strategy

Pricing strategy	
Sales channels	
Promotion tactics	
Customer retention	

6. Website & Operations Plan

<i>Website platform</i>	
<i>Domain & hosting</i>	
<i>User experience (UX)</i>	
<i>Payment processing</i>	
<i>Order fulfillment</i>	
<i>Customer support</i>	

7. Organization & Management

Ownership structure:

Management team:

Staff roles:

Advisors/Consultants:

8. Financial Plan

Startup Costs	Operating Expenses	Revenue Streams	Revenue Streams (3–5 years)

Statements (attach separately)

9. Appendix

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