

Start-Up Business Plan Template

Company Name

Business Plan

I. Executive Summary

Mission Statement

Keys To Success

- 1.
- 2.
- 3.
- 4.

Financial Overview

Description	2024	2025	2026
Cash			
Sales Revenue			
Financial-Year Net Profit			
Operating Margin			
Owners' Equity			
Return On Equity			

II. Company Overview

III. Products / Services

IV. Sales / Pricing

Sales Revenue

Products / Services	2024	2025	2026
Total			

Gross-Margin Percentage

Description	2024	2025	2026
Total			

Cost Of Sales

Description	2024	2025	2026
Total			

Break-Even Analysis

Description	2024	2025	2026
Sales Revenue			
Cost of Sales			
Variable Expenses Total			
Personnel Expenses			
Additional Operating Expenses			
Fixed-Asset Depreciation			
Financial Expenses			
Fixed Expenses Total			
Gross-Margin Percentage			
Break-Even Sales Revenue			
Sales Rev Above Break-Even			

V. **Marketing Strategy**

Market Segmentation

Market Targeting

- 1.
- 2.
- 3.
- 4.

VI. **Competitive Analysis**

Analysis Results

VII. Team

Headcount

Description	2024	2025	2026
Sales Reps			
Office Staff			
Management			
Consultants			
Partners			
Headcount Total			

Salary & Wages

Description	2024	2025	2026
Sales Reps			
Office Staff			
Management			
Consultants			
Partners			
Salary & Wages Total			

Staff Expenses

Description	2024	2025	2026
Social Security			
Benefits			
Holiday Pay			
Other			
Other			
Staff Expenses Total			

VIII. Implementation Expense

Start-Up Expenses

Description	2024	2025	2026
Start-Up Expenses Total			

Description	2024	2025	2026
Asset Purchases Total			

Performance Measures

[illegible]

Income Statements

[illegible]

Balance Sheets

[illegible]

Cash-Flow Statement

Description	2024	2025	2026

Performance Measures

Description	2024	2025	2026



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