[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12324&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Simple+5-Year+Business+Plan-word-12324&lpa=Blank+Simple+5-Year+Business+Plan+word+12324)**Simple 5-Year Business Plan Template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Executive Summary** | |  |  |  |  |
| Purpose of the Plan | |  |  |  |  |
|  | | | | | |
| 5-Year Vision | |  |  |  |  |
|  | | | | | |
|  |  |  |  |  |  |
| **Metric** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| Revenue ($) |  |  |  |  |  |
| Profit Margin (%) |  |  |  |  |  |
| Customer (#) |  |  |  |  |  |

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| **Business Overview** |  |  |  |  |
| Mission |  |  |  |  |
|  | | | | |
| Vision |  |  |  |  |
|  | | | | |
| Offerings |  |  |  |  |
|  | | | | |
| 5-Year Goals |  |  |  |  |
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| **SWOT Analysis** | |  |  |  |  |
| Strengths | | | Weaknesses | | |
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|  |  |  |  |  |  |
| Opportunities | | | Threats | | |
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| **Target Market** | |  | |  |  | |  |
| Customer Focus | |  | |  |  | |  |
|  | | | | | | | |
|  |  |  | |  |  | |  |
| Market Growth Projection | |  | |  |  | |  |
| **Year** | **Market Size ($)** | | **Market Share (%)** | | **Customer Base (#)** |
| Year 1 |  | |  | |  |
| Year 2 |  | |  | |  |
| Year 3 |  | |  | |  |
| Year 4 |  | |  | |  |
| Year 5 |  | |  | |  |

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| **Product or Service Offerings** | | |  |  |  |
| Primary Product or Service | |  |  |  |  |
|  | | | | | |
|  |  |  |  |  |  |
| 5-Year Roadmap | |  |  |  |  |
| **Year** | **Initiatives** | | **Milestones** | | |
| Year 1 |  | |  | | |
| Year 2 |  | |  | | |
| Year 3 |  | |  | | |
| Year 4 |  | |  | | |
| Year 5 |  | |  | | |
|  |  |  |  |  |  |
| **Marketing and Sales Plan** | | |  |  |  |
| Marketing Strategy Overview | | |  |  |  |
|  | | | | | |
|  |  |  |  |  |  |
| Yearly Sales and Marketing Goals | | |  |  |  |
| **Year** | **Goal** | | **KPIs** | | |
| Year 1 |  | |  | | |
| Year 2 |  | |  | | |
| Year 3 |  | |  | | |
| Year 4 |  | |  | | |
| Year 5 |  | |  | | |
| **Financial Plan** | |  |  |  |  |
| Projections | |  |  |  |  |
| **Metric** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| Revenue ($) |  |  |  |  |  |
| Operating Costs ($) |  |  |  |  |  |
| Net Profit ($) |  |  |  |  |  |
|  |  |  |  |  |  |
| **5-Year Timeline and Milestones** | | |  |  |  |
| **Year** | **Strategic Goals** | **Key Initiatives** | | **Milestones** | |
| Year 1 |  |  | |  | |
| Year 2 |  |  | |  | |
| Year 3 |  |  | |  | |
| Year 4 |  |  | |  | |
| Year 5 |  |  | |  | |

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| **Appendices** |  |  |  |  |
| **Document Type** | **Description** | | | |
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