**Simple 5-Year Business Plan Template**

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| **Executive Summary** |  |  |  |  |
| Purpose of the Plan |  |  |  |  |
|  |
| 5-Year Vision |  |  |  |  |
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|  |  |  |  |  |  |
| **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 |  |  |  |  |
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|  |  |  |  |  |  |
| 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 |  |  |  |  |
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|  |  |  |  |  |  |
| 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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