**Simple Business Plan Template**

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Executive Summary

|  |  |
| --- | --- |
| Purpose |  |
| Business Objectives |  |

Key Business Metrics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Metric** | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** | **Annual Total** |
| Revenue ($) |  |  |  |  |  |
| Profit Margin (%) |  |  |  |  |  |
| Customer (#) |  |  |  |  |  |

Business Overview

|  |  |
| --- | --- |
| Mission |  |
| Vision |  |
| Core Offerings |  |
| Key Business Goals |  |

SWOT Analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |  |  |  |  |
| Opportunities | Threats |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Target Market

|  |
| --- |
| Customer Segments |
|  |
| Market Opportunity |
|  |

Key Customer Groups

|  |
| --- |
| **>>>> Customer Segments** |
| **Segment** | **Size ($ or %)** | **Key Needs** | **Channel** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Product or Service Offering |  |  |  |
| Core Offerings |  |
|  |  |  |  |  |  |
| **>>>> Quarterly Execution Timeline** |
| **Quarter** | **Initiatives** | **Milestones** |
| Q 1 |  |  |
| Q 2 |  |  |
| Q 3 |  |  |
| Q 4 |  |  |

Marketing and Sales Plan

|  |
| --- |
| Marketing Strategy |
|  |
| Sales Approach |
|  |

Quarterly Performance

|  |  |  |
| --- | --- | --- |
| **Quarter** | **Goal** | **KPIs** |
| Q 1 |  |  |
| Q 2 |  |  |
| Q 3 |  |  |
| Q 4 |  |  |

Financial Plan

|  |
| --- |
| Overview |
|  |

|  |
| --- |
| **>>>> Quarterly Projections** |
| **Metric** | **Q 1** | **Q 2** | **Q 3** | **Q 4** | **Annual Total** |
| Revenue ($) |  |  |  |  |  |
| Operating costs ($) |  |  |  |  |  |
| Net profit ($) |  |  |  |  |  |

Timeline and Milestones

|  |  |  |  |
| --- | --- | --- | --- |
| **Quarter** | **Strategic Goals** | **Key Initiatives** | **Milestones** |
| Q 1 |  |  |  |
| Q 2 |  |  |  |
| Q 3 |  |  |  |
| Q 4 |  |  |  |

Appendices and Supporting Documents

|  |  |
| --- | --- |
| **Document Type** | **Description** |
|  |  |
|  |  |
|  |  |
|  |  |
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