**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12399&utm_source=template-word&utm_medium=content&utm_campaign=Simple+Business+Plan-word-12399&lpa=Simple+Business+Plan+word+12399)Simple Business Plan Template**

**Contents**

[Executive Summary 2](#_Toc201497371)

[Key Business Metrics 2](#_Toc201497372)

[Business Overview 3](#_Toc201497373)

[SWOT Analysis 4](#_Toc201497374)

[Target Market 5](#_Toc201497375)

[Key Customer Groups 6](#_Toc201497376)

[Product or Service Offering 7](#_Toc201497377)

[Marketing and Sales Plan 8](#_Toc201497378)

[Quarterly Performance 8](#_Toc201497379)

[Financial Plan 9](#_Toc201497380)

[Timeline and Milestones 10](#_Toc201497381)

[Appendices and Supporting Documents 10](#_Toc201497382)

****

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** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |