**BUSINESS PLAN TEMPLATE**

**Executive Summary**

*This is the overview of your entire business. It’s the most important part of your business plan and could be the basis of your reader continuing or not. It is suggested that you complete your Executive Summary last, as you’ll have gained a lot of insight into your business after you’ve written the rest of your plan.*

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**Business Description**

*A brief description of the structure of your business, what your business does, why there is a need for your product or service in the market, and what factors will make your business a success.*

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**Products and/or Services**

*Briefly describe your products and/or services and the benefit they will give to your potential customers.*

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**Market Analysis**

*Describe your industry, your target market and evaluation of your competition.*

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**Strategy and Implementation**

*Describe your sales and marketing strategy and how you intend to drive sales. Also describe your growth and distribution strategy.*

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**Organisation and Management Team**

*Describe the ownership structure of your business, the management team and the personnel organisation of your business. Describe the qualifications or registrations required of team members and how they fit into the business.*

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**Financial Plan and Projections**

*Provide past and projected financial data including cash flow statements, balance sheets and income statements.*

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