

Not only can you capture signatures, but decide signing order, verify the identity of recipients, set signing groups, and even notarize documents. Business Plan TemplateBusiness Plan Chart TemplateBusiness Plan TemplateBusiness Plan TemplateAnalysis Template In Business PlanOne Page Business Plan TemplateGym Business Plan TemplateBakery Business Plan TemplateBakery Business Plan TemplateSimple Startup Business Plan TemplateSimple Startup Business Plan TemplateBakery Bakery Ba TemplateConsulting Startup Business Plan TemplateBusiness Plan Tem Financial TemplateRestaurant Business Plan TemplateOnline Shoe Store Business Plan TemplateEmail Marketing Business Plan TemplateEnail Marketing Business Plan TemplateBasic Business Plan TemplateOnline Business Plan TemplateOnline Business Plan TemplateOnline Business Plan TemplateOnline Retail Store Business Plan TemplateOnline Boutique Business Plan TemplateBlank Business Plan TemplateCoaching Business Plan TemplateOnline Store Business Plan TemplateBusiness Plan Template contract, or to gather personal (or personal health) info, or for some other purpose with legal implications, we recommend that you do your homework to ensure you are complying with applicable laws and that you do your homework to ensure you are complying with applicable laws and that you do your homework to ensure you are complying with applicable laws and that you do your homework to ensure you are complying with applicable laws and that you consult an attorney before relying on any particular form. know why having a business plan template PDF would be good. Writing a business plan isn't just like writing an essay or an article for your website; it requires a structured format, thorough research, and a detailed understanding of your business plan isn't just like writing an essay or an article for your website; it requires a structured format, thorough research and understanding of your business plan isn't just like writing an essay or an article for your business operations and financials. part no matter how you start, with or without a template, starting with a template gives you an edge. Besides, our library includes 400+ industry-specific All Sample Business Plans PDFs that you can easily modify to meet your requirements. Convincing? So, let's see what's included in our free template. What is included in our business plan template PDF? All the templates in our library follow a structured business plan format. We've considered industry norms, market evolution, and economic advancements of our PDF samples of business plans and what they include. 1. Executive Summary, the first section of a business plan is also the summary of it. In this section, you'll find an overview of the entire business plan, including strategies, financials, people involved, and more One of the most important sections of your plan may primarily include information on your: Brief overview of your business Vision and mission statement The problem you intend to solve Your solution/ product or service offerings People involved Financial summary Information included in the section is based on their significance and importance to your business. 2. Company Overview This section provides an overview of the business, its history, goals, objectives, product or service offerings, and more. This section is valuable for presenting your company's mission and core values. 3. Market Analysis The market analysis section is a thorough assessment of your industry, target market, and competition. It's a crucial one to understand your strengths and weaknesses as well as be aware of the opportunities and threats that lie ahead. This section may include details on: Target market Direct and indirect competitors Market size and growth potential Market trends Regulatory environment This section presents industry reports, market research insights, and other gathered information with charts, graphs, and relevant visuals. 4. Product and Services As the name suggests, this section discusses your product and/or service offerings. Since any business plan revolves around what you offer, it's crucial to present your products or services thoughtfully and in detail. The details on your product or services may include: Product or service description Information on product pricing Copyright, patent, or trade secret data MVP, prototype, etc. 5. Sales and Marketing Strategies This section describes how you'll reach your distribution, marketing and sell your offerings, and more. This may also include details about your distribution, marketing and sell your offerings, and more. 6. Operations Plan What do your daily business operations look like? This section outlines your day-to-day workflows, how your business operates, serves customers, your process, the software and tools you use, and more. This section may include details on: Staffing and training process Operational process Equipment, machinery, and software used Quality control measures And more. 7. Management Team The management team section highlights the key members who will drive the business. It's quintessential to showcase each team member's expertise, skills, and roles to ensure potential investors and partners have confidence in the leadership. This may include adding details about each member, their roles and responsibilities, experience, education, and professional background. 8. Financial Plan A well-structured and accurate financial projection is key to getting investors to invest in your business idea. Investors and stakeholders will closely examine this section to understand how profitable and sustainable your business can be. Your financial plan may include details such as: Revenue model, streams, and projections Projected financial statements Break-even analysis Profit and loss forecasts Exit strategy Funding requirements 9. Appendix (optional) The appendix is an optional business plan section. This may include supporting documents referenced in your business plan but may not fit into the main section. So, your business plan appendix may include: Resumes of key team members Market research or industry reports Legal documents Partnership agreements Download free business plan PDF template to get started easily. Our PDF template is simple, easy to use, and can be edited as you fill in your business details. Our PDF template has been designed for entrepreneurs and small businesses, giving you a clean and professional format that's investment-ready. This template gives you everything you need to create a winning business plan. How to use our sample business plan PDF? 1) Download the sample business plan PDF. 2) Gather key business data (market research, financials, product details). 3) Prepare content for all sections, including the Executive Summary, Company Overview, and Market Analysis. 4) Complete the details on products/services, marketing strategy, and operations. 5) Double-check for accuracy and consistency. 6) Share with partners or advisors for feedback. 7) Finalize and use for investors or internal purposes. How can financial brands set themselves apart through visual storytelling? Our experts explain how.Learn MoreThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' Picks.Browse Editors' Picks.Browse Editors' FavoritesHow can financial brands set themselves apart through visual storytelling? Our experts explain how.Learn MoreThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Favorites Big Data Startup Business Plan Template. Virtual Assistant Business Plan Strategize your way to success with this customizable AI virtual assistant sample business plan template. Virtual Reality (VR) Business plan template helps you customize your documents for only \$19 per month. Start free trial No credit card required Laundromat Business Plan Create your success roadmap with a laundromat business Plan Template Empower your path to long-term success with our 5-year business plan template. Car Wash Business Plan Template Launch and grow your car wash business with our customizable business planner template. Airbnb Business Plan Template Unlock your path to success with our Airbnb business. Clothing Line Business Plan Use this free and customizable sample business using a well-researched handyman example business plan template to meet your goals faster. Vending Machine Business plan can improve your chances of success. Bar Business Plan Template Create your path to success with our bar business plan template, designed as a valuable tool to help entrepreneurs organize the bar business. Massage Therapy Business plan template helps you cover the basics of starting or expanding a massage business. Bed and Breakfast Business Plan Template Use a complete bed and breakfast business plan template Use a complete bed and breakfast business plan template the bar business. template to set up your business for growth and success. Catering Business Plan Chart your path to success with our templates for a business Plan Template Launch and grow your event venue with our customizable business plan template. Event Planning Business Plan Prepare your event planning business for success with our ready-to-fill and easily downloadable event planning business plan tailored to serve as a valuable resource for entrepreneurs to organize their rental business. Coaching Business Plan Template If you want to grow your new or existing coaching business, use our free coaching business plan template as a roadmap to success. Lawn Care Business plan template that includes guidance and all critical information. T-shirt Business plan template as a roadmap to success. Lawn Care Business plan template as a roadmap to success. business format that attracts investors and funding with our basic business plan template. Candle-Making Business Plan Template Use a candle-making Business Plan Template Use our free and fully customizable SBA business plan template to get started when writing a successful proposal for an SBA loan. Cleaning Business Plan Template Discover a hassle-free way to document a roadmap for your cleaning business on the right foot by using a real estate business plan template to ensure your goals, visions, and finances are sorted. Trucking Business Plan Template Empower your journey to success with our trucking business. Food Truck Business Plan Template Find a fully customizable, free food truck business plan template that helps you create an effective proposal for interested investors. Simple Business Plan Template This simple business or seeking funding. Solar Farm Business Plan Give your solar farm business the best start by creating a professional business plan to keep your company on the right track. Ecommerce Business Plan Template This Ecommerce Business Plan Template is tailored particularly to e-commerce Business. Accounting Firm Business Plan Use this Accounting Firm Business Plan to achieve your goals. Accounting firms are comparable to other industries and need the Business Plan to help their development. Campground Business Plan Template perfectly Evential information to help you develop a successful business strategy. outlines the company structure of a probable firewood venture. It highlights the budgets needed to start and manage the unique business. Funeral Home Business Plan covers detailed data on the courtesies offered by the company, market analysis, administration strategies, personnel procedures, budget and financing plans, and other applicable topics. Community Center Business Plan You can use this Community Center Business Plan Take the first step towards success in the fuel industry with our professionally crafted Gas Station Business Plan template. Beauty Supply Store Business Plan Template covers all the appropriate sections needed to invest in a beauty supply store. The template will help you to raise money for your business. Flower Shop Business Plan Template The Flower Shop Business Plan Template is organized to help you achieve the awareness of various investors to invest in your company. Electrical Contractor Business Plan template include information about the services you offer, who your target consumers are, why they should prefer you over your opponents and how much capital you require to get started. Car Dealership Business Plan A Car Dealership Business Plan is a detailed plan that will help you take your business to the next level. Use this template to create your plan. Farm Business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan for a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan that will help you take your business Plan is a detailed plan t history, owner backgrounds, creations and more. Use this template to quickly develop your farm company plan. Consultant Business Plan Template. The essential elements include a summary of the company plan. team, sector, rivals, target audience, and an operations and marketing strategy. Construction company Business Plan The objectives and tactics of a construction company are described in a business Plan Template. Fashion Business Plan Template Structural and action plans for a fashion firm are laid out in the fashion business plan template. Daycare Business Plan The creation of a business Plan Template to describe your company's objectives, as well as your target market, potential rivals, and your financing strategy. Convenience Store Business Plan Do you need a Convenience Store Business Plan Template? This plan includes all the details and information needed to secure funding for a convenience store. Startup Business Plan Template? startup business plan template. Business plan template This business plan is a document that communicates a company's goals and methods. A business plan is a document that communicates a company's goals and methods. needed to achieve them. Additionally, it may include a mission statement and details about the specific products or services offered. A business plan will include the following benchmarks: Product goals and deadlines for each monthMonthly financials for the first two yearsProfit and loss statements for the first three to five yearsBalance sheet projections for the first three to fi to keep high-level goals, financials, and timelines in check. While you certainly need to have a formalized outline of your business's goals and finances, creating a business plan can also help you determine a company's viability, its profitability (including when it will first turn a profit), and how much money you will need from investors. In turn, a business plan has functional value as well: Not only does outlining goals help keep you accountable on a timeline, it can also attract investors in and of itself and, therefore, act as an effective strategic plan templates. This page focuses on for-profit business plans, but you can read our article with nonprofit business plan templates. The specific information in your business plan will vary, depending on the needs and goals of your venture, but a typical plan includes the following ordered elements: Executive summaryDescription of businessMarket analysisCompetitive analysisDescription of organizational managementDescription of product or servicesMarketing planSales strategyFunding details (or request for funding)Financial projections If your plan is particularly long or complicated, consider adding a table of contents or an appendix for reference. Broadly speaking, your audience includes anyone with a vested interest in your organization. They can include potential and existing investors, as well as customers, internal team members, suppliers, and vendors. Learn how an AI tool like ChatGPT can help you create an effective business plan that outlines your strategy, goals, and key steps for launching or growing your business. For an in-depth description of each step listed above, read "How to Write a Business Plan Step by Step" below. Your business's stage and intended audience dictates the level of detail your plan needs. Corporations require a thorough business's stage and intended audience dictates the level of detail your plan needs. which type of business plan you need to create, ask: "What do we want the plan to do?" Identify function first, and form will follow. Use the chart below as a guide of objectives and timelineInternalLeanServe as a detailed, brass-tacks blueprint of business goals and timelineInternalTraditionalServe as a strategic document with a narrative focus on financial documents)Attract investors or partnersExternalTraditional/strategic (with focus on financials, as well as support departments, such as marketing, sales, product, etc.) To test a business or startup ideaInternalLean There is no set order for a business plan, with the exception of the executive summary, which should always come first. Beyond that, simply ensure that you organize the plan in a way that makes sense and flows naturally. A traditional business plan, with the exception of the executive summary, which should always come first. plan follows the standard structure — because these plans encourage detail, they tend to require more work upfront and can run dozens of pages. A Lean business plan is less common and focuses on summarizing critical points for each section. These plans take much less work and typically run one page in length. In general, you should use a traditional model for a legacy company, a large company, or any business that does not adhere to Lean (or another Agile method). Use Lean if you expect the company to pivot quickly or if you already employ a Lean strategy with other business operations. Additionally, a Lean business that does not adhere to Lean (or another Agile method). traditional version for investors, as they may be more sensitive to sudden changes or a high degree of built-in flexibility in the plan. Writing a strong business plan requires research and attention to detail for each section. Below, you'll find a 10-step guide to research and attention to detail for each section. first section of your business plan. The goal is to answer the following questions: What is the vision and mission of the company? What are the company? what are the company? short- and long-term goals? See our roundup of executive summary guide to learn more about writing one. The goal of this section is to define the realm, scope, and intent of your venture. To do so, answer the following questions as clearly and concisely as possible: What business are we in? What does our business do? In this section, provide evidence that you have surveyed and understand the current market place, and that your product or service satisfies a niche in the market. To do so, answer these questions: Who is our customer? What does that customer value? In many cases, a business plan proposes not a brand-new (or even market-disrupting) venture, but a more competitive version — whether via features, pricing, integrations, etc. — than what is currently available. In this section, answer the following questions to show that your product or service stands to outpace competitors: Who is the competition? What do they do best? What is our unique value proposition? In this section, write an overview of the team members and other key personnel who are integral to success. List roles and responsibilities, and if possible, note the hierarchy or team structure. In this section, write an overview of the team members and other key personnel who are integral to success. section, clearly define your product or service, as well as all the effort and resources that go into producing it. The strength of your business, so it's imperative that you take time to test and refine the product before launching into marketing, sales, or funding details. Questions to answer in this section are as follows:What is the product or service?How do we produce it, and what resources are necessary for production? In this section, define the marketing plan, but it should answer basic questions, such as the following:Who is the target market (if different from existing customer base)?What channels will you use to reach your target market?What resources does your marketing strategy require, and do you have a cough estimate of timeline and budget?How will you measure success? Write an overview of the sales strategy, including the priorities of each cycle, steps to achieve these goals, and metrics for success. For the purposes of a business plan, this section does not need to be a comprehensive, in-depth sales efforts. Start by answering the following questions: What is the sales strategy? What are the tools and tactics you will use to achieve your goals?What are the potential obstacles, and how will you overcome them?What is the timeline for sales and turning a profit?What are the metrics of success? This section is one of the most critical parts of your business plan, particularly if you are sharing it with investors. You do not need to provide a full financial plan, but you should be able to answer the following questions: How much capital do you currently have? How much capital do you need? How will you grow the team (onboarding, team structure, training and development)? What are your physical needs and constraints (space, equipment, etc.)? Apart from the fundraising analysis, investors like to see thought-out financial projections for the future. As discussed earlier, depending on the scope and stage of your business, this could be anywhere from one to five years. While these projections won't be exact — and will need to be somewhat flexible — you should be able to gauge the following: How and when will the company first generate a profit? How will the company first generate a profit? How and when will the company first generate a profit? How and when will the company first generate a profit? How will the company first generate a profit? How will the company first generate a profit? maintain profit thereafter? Download Business Plan Template Microsoft Excel | SmartsheetThis basic business plan template has space for all the traditional elements: an executive summary, product or service details, target audience, marketing and sales strategies, etc. In the finances sections, input your baseline numbers, and the template will automatically calculate projections for sales forecasting, financial statements, and more. For templates tailored to more specific needs, visit this business plan template to make things easy. If you are looking for a particular template by file type, visit our pages dedicated exclusively to Microsoft Excel, Microsoft Word, and Adobe PDF business plan templates. A simple business plan is a streamlined, lightweight version of the large, traditional model. As opposed to a one-page business plan, which communicates high-level information for quick overviews (such as a stakeholder presentation), a simple business plan can exceed one-page business plan is a streamlined. page.Below are the steps for creating a generic simple business plan, which are reflected in the template below.Write the Executive SummaryThis section is the same as in the traditional business plan, the prospect or core offering, and the short- and long-term goals of the company. Add a Company OverviewDocument the larger company mission and vision. Provide the Problem and SolutionIn straightforward terms, define the problem you are attempting to close. Identify the Target MarketWho is your company (and its products or services) attempting to reach? If possible, briefly define your buyer personas.Write About the CompetitionIn this section, demonstrate your knowledge of the market by listing the current competitions and outlining your competitive advantage.Describe Your Product or Service OfferingsGet down to brass tacks and define your product or service. What exactly are you selling?Outline Your Marketing initiatives. Add a Timeline and the Metrics You Will Use to Measure SuccessOffer a rough timeline, including milestones and key performance indicators (KPIs) that you will use to measure your progress. Include Your Financial ForecastsWrite an overview of your financial plan that demonstrates you have done your research and adequate modeling. You can also list key assumptions that go into this forecasting. Identify Your Financial plan that demonstrates you have done your research and adequate modeling. the business plan, list your proposed sources of funding, as well as how you will use it. Download Simple Business Plan Template to outline each aspect of your organization, including information about financing and opportunities to seek out further funding. This simple business plan template to outline each aspect of your organization, including information about financing and opportunities to seek out further funding. template is completely customizable to fit the needs of any business, whether it's a startup or large company. Read our article offering free simple business plan templates to find more tailored options. You can also explore our collection of one page business plan templates to find more tailored options. more Agile approach to a traditional version. The plan focuses more on activities, processes, and relationships (and maintains flexibility in all aspects), rather than on concrete deliverables and timelines. While there is some overlap between a traditional and a Lean business plan, you can write a Lean plan by following the steps below: Add Your Value PropositionTake a streamlined approach to describing your product or service. What is the unique value your startup aims to deliver to customers? Make sure the team is aligned on the core offering and that you can state it in clear, simple language.List Your Key PartnersList any other businesses you will work with to realize your vision, including external vendors, suppliers, and partners. This section demonstrates that you have thoughtfully considered the resources you can provide internally, identified areas for external assistance, and conducted research to find alternatives. Note the Key Activities of your business, including sourcing, production, marketing, distribution channels, and customer relationships.Include Your Key ResourcesList the critical resources — including personnel, equipment, space, and intellectual property — that will reach and build relationships with customers. Provide a high-level map of the customer experience from start to finish, including the spaces in which you will interact with the customers. These could be email, advertising, social media, etc.Explain the Cost StructureThis section is especially necessary in the early stages of a business. Will you prioritize maximizing value or keeping costs low? List the foundational startup costs and how you will move toward profit over time. Share Your Revenue StreamsOver time, how will the company make money? Include both the direct product or service purchase, as well as secondary sources of revenue, such as subscriptions, selling advertising space, fundraising, etc. Download Lean Business Plan Template for Startups Microsoft Word | Adobe PDF Startup leaders can use this Lean business plan template to relay the most critical information from a traditional plan. You'll find all the sections listed above, including spaces for industry and product overviews, cost structure and sources of revenue, and key metrics, and a timeline. The template is completely customizable, so you can edit it to suit the objectives of your Lean startups. See our wide variety of startup business plan templates for more options. A business plan for a loan, often called a loan proposal, includes many of the same aspects of a traditional business plan, as well as additional business plan, as well as additional business plan, as well as additional financial documents, such as a credit history, a loan repayment plan. In addition, you may be asked to include personal and business plan, as well as additional business plan, as well as additional business plan, as well as additional business plan. equity investment information. Download free financial templates to support your business plan. Outside of including all the key details in your business plan, you have several options to elevate the document for the highest chance of winning funding and other resources. Follow these tips from experts: .Keep It Simple: Avner Brodsky, the Co-Founder and CEO of Lezgo Limited, an online marketing company, uses the acronym KISS (keep it short and simple) as a variation on this idea. "The business plan is not a college thesis," he says. "Just focus on providing the essential information." Do Adequate Research: Michael Dean, the Co-Founder of Pool Research, encourages business leaders to "invest time in research, both internal and external (market, finance, legal etc.). Avoid being overly ambitious or presumptive. Instead, keep everything objective, balanced, and accurate."Your plan needs to be grounded on the realities of the market in your chosen location. Get the most recent data from authoritative sources so that the figures are vetted by experts and are reliable."Set Clear Goals: Make sure your plan includes clear, time-based goals. "Short-term goals are key to momentum growth and are especially important to identify for new businesses," advises Dean.Know (and Address) Your Weaknesses: "This awareness sets you up to overcome your weak points much quicker than waiting for them to arise," shares Dean.Brodsky recommends performing a full SWOT analysis to identify your weaknesses, too. "Your business will fare better with self-knowledge, which will help you better define the mission of your business, as well as the strategies you will choose to achieve your objectives," he adds. Seek Peer or Mentor Review: "Ask for feedback on your mind is filled with dreams for your business, sometimes it is an outsider who can tell you what you're missing and will save your business from being a product of whimsy." Outside of these more practical tips, the language you use is also important and may make or break your business plan is your sales pitch to an investor. And as with any sales pitch, you need to strike the right tone and hit a few emotional chords. This is a little tricky in a business plan, because you also need to be formal and matter-of-fact. But you can still impress by weaving in descriptive language and saying things in a more elegant way. "A great way to do this is by expanding your vocabulary, avoiding word repetition, and using business language. Instead of saying that something 'will bring in as many customers as possible,' try saying 'will garner the largest possible market segment.' Elevate your writing with precise descriptive words and you'll impress even the busiest investor."Additionally, Dean recommends that you "stay consistent and concise by keeping your tone and style steady throughout, and your language clear and precise. Include only what is 100 percent necessary." While a template provides a great outline of what to include in a business plan, a live document or more robust program can provide additional functionality, visibility, and real-time updates. The U.S. Small Business Association also curates resources for writing a business plan. Additionally, you can use business plan a software to house data, attach documentation, and share information with stakeholders. Popular options include LivePlan, Enloop, BizPlanner, PlanGuru, and iPlanner. A business plan — both the exercise of creating one and the document — can grow your business by helping you to refine your product, target audience, sales plan, identify opportunities, secure funding, and build new partnerships. Outside of these immediate returns, writing a business plan is a useful exercise in that it forces you to research the market, which prompts you to forge your unique value proposition and identify ways to beat the competition. Doing so will also help you build (and keep you accountable to) attainable financial and product milestones. And down the line, it will serve as a welcome guide as hurdles inevitably arise. Empower your people to go above and beyond with a flexible platform designed to match the needs of your team — and adapt as those needs change. The Smartsheet platform makes it easy to plan, capture, manage, and report on work from anywhere, helping your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be more effective and get effective and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team be added with the roll-up reports, and automated workflows built to keep your team be added into the work getting done, there's no telling how much more they can accomplish in the same amount of time. Try Smartsheet for free, today. Try Smartsheet for Free Get a Free Smartsheet for Free Get a Free Smartsheet for free, today. that the business plan samples in this library and most investor-approved business plans will include the following sections: Executive summary The executive summary is an overview of your business and your plans. It comes first in your business plan and is ideally only one to two pages. written your full business plan. Your executive summary should include a summary of the problem you are solving, a description of your transition services chapter of your business plan is where the real meat of your plan lives. It includes information about the problem that you're in business and that people care about what you offer. It needs to go beyond a simple product or service description and get to the heart of why your business works and benefits your customers. Market analysis conducting a market that you're entering and who you'll be selling to. This section is where you will showcase all of the information about your potential customers. You'll cover your target market as well as information about the growth of your market and your industry. Focus on outlining why the market you're entering is viable and creating a realistic persona for your ideal customer base. Competition Part of defining your opportunity is determining what your competitive advantage may be. To do this effectively you need to get to know your competitors just as well as your target customers. Every business will have competition, if you don't then you're either in a very young industry or there's a good reason no one is pursuing this specific venture. To succeed, you want to be sure you know who your competitors are, how they operate, necessary financial benchmarks, and how your business will be positioned. Start by identifying who your competitive analysis tools like the competitive matrix and positioning map to solidify where your business stands in relation to the competition. Marketing & sales The marketing and sales plan section of your business plan details how you plan to reach your target market segments. You'll address how you plan on selling to those target markets, what your pricing plan is, and what types of activities and partnerships you need to make your business a success. Operations The operations section in our business plan examples covers the day-to-day workflows for your business to deliver your product or service. What's included here fully depends on the type of business. Typically you can expect to add details on your business location, sourcing and fulfillment, use of technology, and any partnerships or agreements that are in place. where you lay out strategic milestones to reach your business goals. A good milestone clearly lays out the parameters of the task, a proposed due date, who is responsible, and eventually a budget that's attached. You don't need extensive project planning in this section, just key milestones that you want to hit and when you plan to hit them. You should also discuss key metrics, which are the numbers you will track to determine your success. Some common data points worth tracking include conversion rates, customer acquisition costs, profit, etc. Company & team Use this section of your business plan to describe your current team and who you need to hire. If you intend to pursue funding, you'll need to highlight the relevant experience of your team members. Basically, this is the right team to successfully start and grow the business. You will also need to provide a quick overview of your legal structure and history if you're already up and running. Financial projections Your financial plan should include a sales and revenue forecast, profit and loss statement, cash flow statement, cash flow statement, and a balance sheet. You may not have established financials of any kind at this stage. Not to worry, rather than getting all of the details ironed out, focus on making projections and strategic forecasts for your business. You can always update your financial statements as you begin operations, you'll also need a "use of funds" report in this business plan section. This outlines how you intend to leverage any funding for your business and how much you're looking to acquire. Like the rest of your financials, this can always be updated later on. Appendix isn't a required element of your business plan. These are often lengthier or out-of-place information that simply didn't work naturally into the structure of your plan. You'll notice that in these business plans explained While all business plans cover similar categories, the style and function fully depend on how you intend to use your plan. To get the most out of your business plan, it's best to find a format that suits your needs. Here are a few common business plan is a formal document meant to be used for external purposes. Typically this is the type of plan you'll need when applying for funding or pitching to investors. It can also be used when training or hiring employees, working with vendors, or in any other situation where the full details of your business model canvas The business model canvas is a one-page template designed to demystify the business planning process. It removes the need for a traditional, copy-heavy business plan, in favor of a single-page outline that can help you and outside parties better explore your business. It's faster to write out and update, and much easier for you, your team, and anyone else to visualize your business plan is the one-page business plan. This format is a simplified version of the traditional plan that focuses on the core aspects of your business. By starting with a one-page plan, you give yourself a minimal document to build from. You'll typically stick with bullet points and single sentences making it much easier to elaborate or expand sections. It takes the simplicity and styling of the one-page business plan and turns it into a process for you to continuously plan, forecast, review, and refine based on your performance. It holds all of the benefits of the single-page plan, including the potential to complete it in as little as 27 minutes. However, it's even easier to convert into a more detailed business plan thanks to how heavily it's tied to your financials. The overall goal of growth planning isn't to just produce documents that you use once and shelve. Instead, the growth planning process helps you build a healthier company that thrives in times of growth and remains stable through times of crisis. It's faster, keeps your plan concise, and ensures that your business plan is always up-to-date. Download a free sample business plan template Ready to start writing your own business plan template that's been updated for 2025. This simple, modern, investor-approved business plan sample is designed to make planning easy. It's a proven format that has helped over 1 million businesses write business plans for bank loans, funding pitches, business plan to help you write your own How do you know what elements need to be included in your business plan, especially if you've never written one before? Looking at business plan examples can help you visualize what a full, traditional plan looks like, so you know what you're aiming for before you get started. Here's how to get the most out of a business plan sample. Choose a business plan example from a similar type of company You don't need to find an example of a business plan that's an exact fit for your business plan that's an exact fit for your business. Your business plan that's an exact fit for your business plan that's an exact fit for your business plan that's an exact fit for your business. helpful. Instead, look for a business plan sample that's related to the type of business you're starting. For example, if you want to start a vegetarian restaurant, a plan for a steakhouse can be a great match. While the specifics of your actual startup will differ, the elements you're starting. benefits of writing a business plan is simply going through the process. When you sit down to write, you'll naturally think through important pieces, like your startup costs, your target market, and any market analysis or research you'll need to do to be successful. You'll also look at where you stand among your competition (and everyone has competition), and lay out your goals and the milestones you'll need to meet. Looking at an example of a business. If you're looking for more resources to help you get started, our business planning guide is a good place to start. You can also download our free business planning as something you do often, rather than a document you create once and never look at again. If you take the time to write a plan that really fits your own company, it will be a better, more useful tool to grow your business. It should also make it easier to share your vision and strategy so everyone on your team is on the same page. Adjust your business plan regularly to use it as a business management tool Keep in mind that businesses that use their business plan as a management tool to help run their business grow 30 percent faster than those business planning process as tracking your actual results against your financial forecast on a regular basis. If things are going well, your business plan will help you think about how you can re-invest in your business. If you find that you're not meeting goals, you might need to adjust your budgets or your sales forecast. Either way, tracking your progress compared to your plan can help you adjust quickly when you identify challenges and opportunities—it's one of the most powerful things you can do to grow your business. Prepare to pitch your business If you're planning to pitch deck to be short and easy to follow, so it's best to keep your presentation under 20 slides. Your pitch deck and pitch presentation are likely some of the first things that an investor will see to learn more about your company. So, you need to be informative and pique their interest. Luckily we have a round-up of real-world pitch deck examples used by successful startups that you can review and reference as you build your pitch. For more resources, check out our full Business Pitch Guide. Ready to get started? Now that you know how to use an example of a business plan to help you write a plan for your business, it's time to find the right one. Use the search bar below to get started and find the right one. Use the search bar below to get started and find the right one. and premium plans Customer service software Free and premium plans Content marketing software Free and premium plans B2B commerce software Free and premium a collection of AI agents and much more See all AI features Connect your favorite apps to HubSpot See all integrations