

Business Plan Template

Answer each question using the accompanying template with notes.

1. Overview of Your Business

a. What is your business idea?

2. Vision / Goals

a. What do you hope to accomplish by the end of the first year?

b. What are your goals for the second year of business?

3. Strengths

a. What is it about your business that gives it an advantage over others?

b. What are your personal strengths and how will they help the business succeed?

4. Opportunities

a. Who do you plan to sell your product/service to?

b. How will you sell your product/service?

5. Weaknesses & Threats

a. What are some of the things you think could go wrong for the business?

b. What do you think you'll need help with in starting/expanding the business?

6. Revenue

a. How have you set your prices and sales target?

b. How have you calculated your projected expenses?

7. Plan B

What do you plan to do if, despite your best efforts, the business fails?