Business Plan Template for ABC



(Downloadable Template)



How to Use This Template

This business plan template contains visual templates for each section of a business plan. You can change the order, remove the elements that doesn't fit your requirements and modify the template before presentation.

How to Use the Diagrams

The diagram examples provided are editable. Use the link provided with them to open them in the Creately editor and modify them as suits your needs. Once opened in the editor you can change colors, styles, fonts, images etc. and export them as images or PDFs.

Executive Summary

Startup Business

<If your business is a startup, the main purpose of your business plan is to secure funds from investors. Therefore, your executive summary should summarize:</p>

- Business opportunity
- Business model
- Target market
- Competition
- Marketing and sales strategy
- Operational plan
- Owners and managements
- Financial analysis >

Established Business

<If your business is already well-established, your business plan should include synopses of;</p>

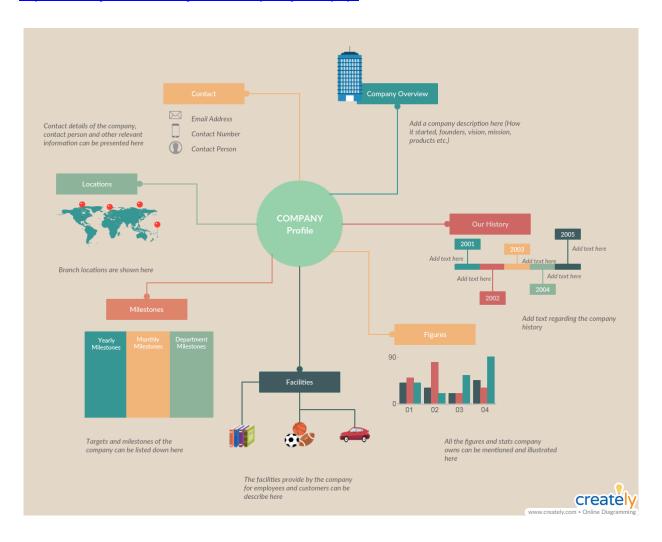
- Mission statement
- Brief description of your company (history/ owners/ number of employees/ location detail etc.)
- Major milestones
- Financial summary
- Future objectives >

Company Profile

< Your company profile should provide details on

- Company history
- Overview of the company
- Mission Statement
- Key resources
- Business contact information
- Products or services
- Location details
- The market you serve
- Your key customers
- The customer issue you seek to solve>

*Use the following infographic to present these elements in your company profile. http://creately.com/creately-start?tempID=js45vqaq1



Market Analysis

- <This section should include the conclusions of the data you have gathered through a market analysis.>
- * Summarize the survey data on your customers with the help of this customer profile http://creately.com/creately-start?tempID=js4727vI1

CUSTOMER PROFILE



Who is she?

- General explanation of the person
- Career history
- Net earning / worth
- How to reach the person
- The places / conference / meetings she attends
- Specialties of the personality

How did she find us?

- Did anyone refer us to her?
- At which point in her buyer journey, does she visit the website?
- Is there any other way that we could directly contact her

Pain points

- The things she care about the support team
- The process she has to go through to take the decision
- Negotiations

What she wants to know?

- Latest projects
- Expertise
- Testimonials
- Awards
- Press releases
- Trial period

What she doesn't want

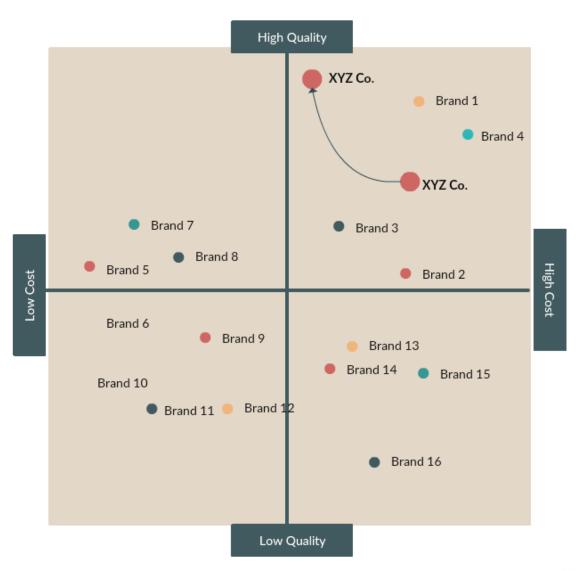
- Unnecessary changes
- Delays of support
- Terrible bugs

Why does she huy from us

- Price and expertise
- After service
- Features



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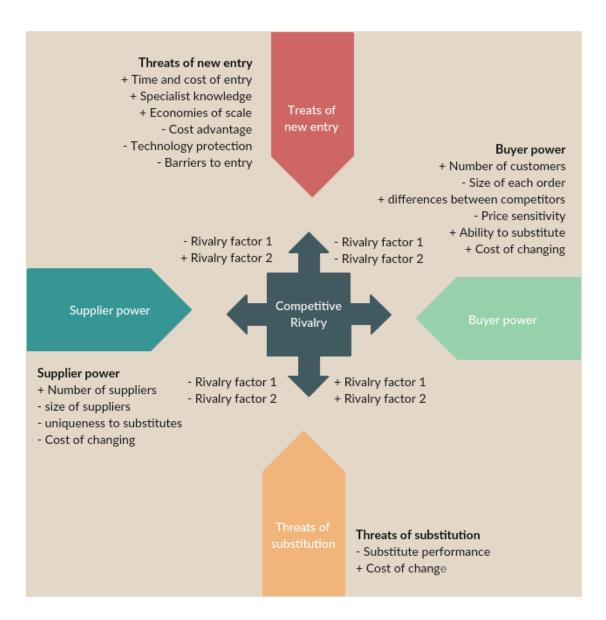




^{*} Present how your potential or existing customers perceives the brands/ product/ services of your competitors in the market

* Portray your company's strength and position against your competitors with this Porter's five forces template

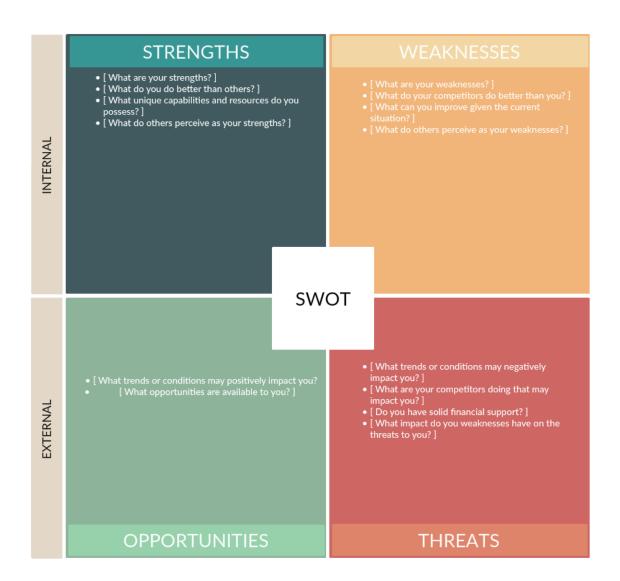
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* Discuss the strengths and weaknesses of your competitors and opportunities and threats they bring to your company with this SWOT analysis template

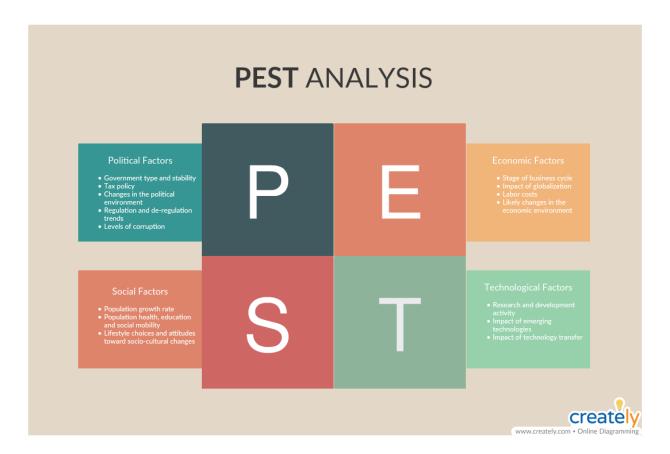
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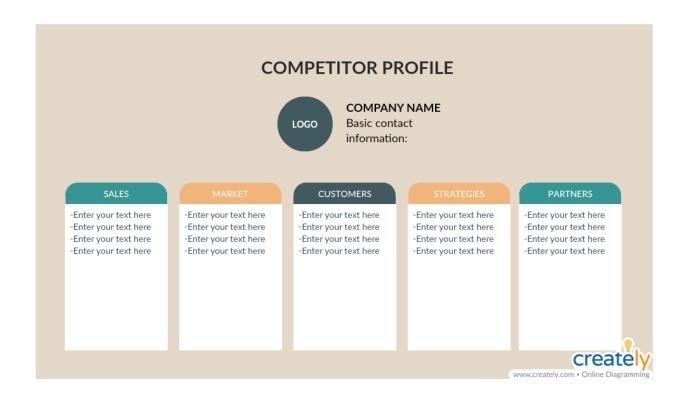
* Analyze the Political, Economical, Socio-Cultural and Technological in your market is affecting your company and it's growth with this PEST analysis template.

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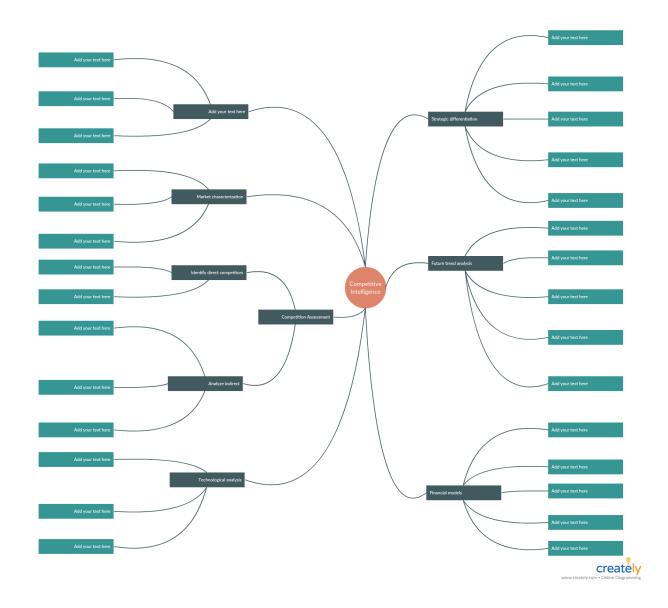
* Present the data you have gathered on your competitors more effectively and in a reader-friendly way with this competitor profile.

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* Or you can use this competitor intelligence mind map to organize and present your research data.

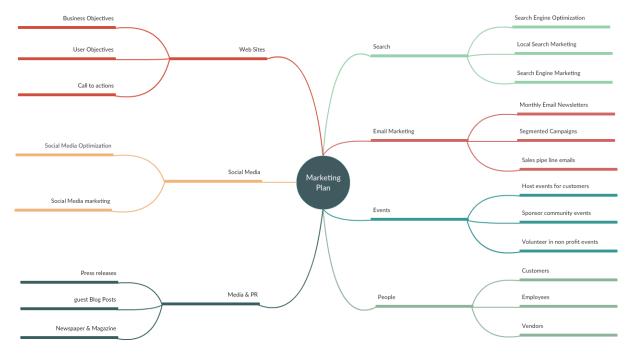
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Marketing and Sales Strategies

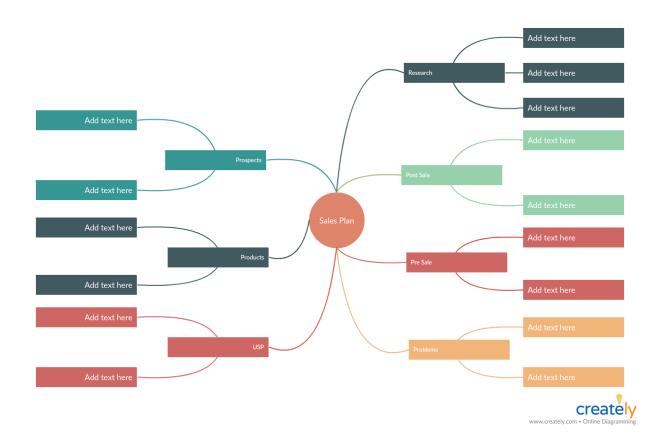
<Outline how you plan to market and sell your product or service to your customer. You can do this quickly with mind maps>

* Marketing plan template http://creately.com/creately-start?tempID=js9sbn532



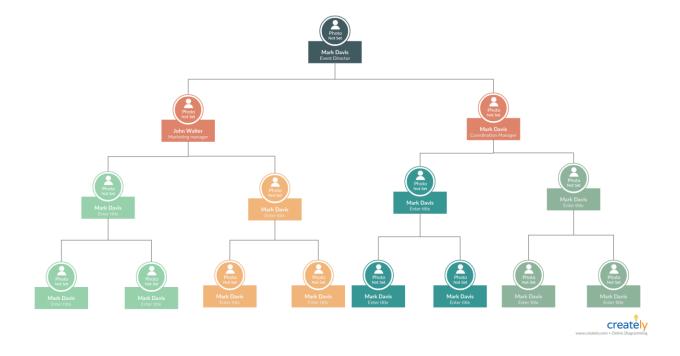


*Sales plan template



Organizational Structure and Management

- < Highlight the key personnel involved in your business, and their roles and responsibilities.>
- * You can use an organizational chart to map the hierarchy of your organizational structure http://creately.com/creately-start?tempID=js4fz3151



Products and Services

<Explain your products and services and how they can benefit your customers.>

* Map, design and describe your product strategy with this product canvas http://creately.com/creately-start?tempID=js5ihun11

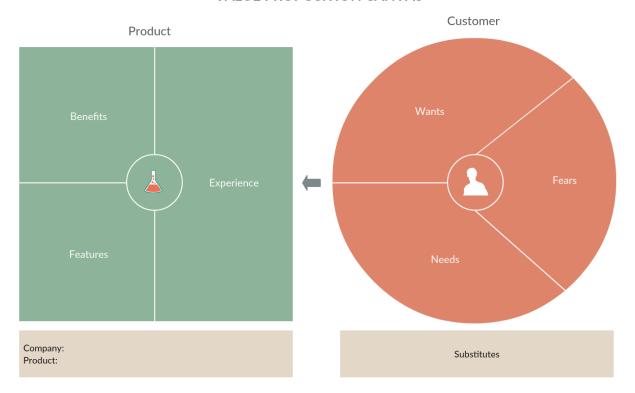
VISION / GOAL Add your text		PRODUCT NAME Add your text	
TARGET GROUP	BIG PICTURE		PRODUCT DETAILS
Add your text	Add your text		Add your text
Add your text	Add your text		Add your text
Add your text	Add your text		Add your text
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* Ensure that your product or service fits the requirements of your customers with this value proposition canvas

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VALUE PROPOSITION CANVAS





Financial Plan

<Provide relevant financial information, including historical data and financial projections showing the impact of your new product.>

*Use this mind map to organize your financial records. Add links to necessary resources on the relevant shape. Using the Creately Viewer, embed the always-updated diagram with navigable links on your website, intranet, wiki etc. for anyone to quickly access. http://creately.com/creately-start?tempID=js4hn8kz1

