

BRAVE  
BOLD   
BRILLIANT®

BUSINESS  
PLAN  
STRUCTURE  
& CONTENT  
TEMPLATE



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From:

To:

Date:

CC:

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## 1. THE EXECUTIVE SUMMARY

## 2. MISSION, VISION AND STRATEGY



# 3. BUSINESS OVERVIEW

**a. The legal structure**

**b. Business formation history**

**c. The type of business and its scope**

**d. Location**

**e. Products and services**

**f. Target customers and clients**

**g. Means of doing business**

## 4. PRODUCTS AND SERVICES

## 5. OPERATIONAL PLAN



## 6. BRAND, CUSTOMER, SALES AND MARKETING



# 7. MARKET ANALYSIS

**a. Macroeconomic data**

**b. Size of overall sector by customers and value**

**c. Split by geographical location if relevant**

**d. Forecast growth projections for the sector overall**



## 8. COMPETITIVE ANALYSIS

## 9. MANAGEMENT TEAM



# 10. FINANCIAL PLAN

**a. Profit & loss**

**b. Balance sheet**

**c. Cashflow**

**d. Key performance indicators**

**e. Ongoing business expenses**

**f. Funding requirements and returns**

**g. Valuation**

# 11. PROJECTIONS



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