

Business Plan Template PDF

We've created a template for you to utilize while developing your own business plan, follow the instructions below to begin writing:

1. Download this PDF Template
2. Click into the text boxes below to begin typing for each section
3. Follow each description to understand what's needed for each section
4. Add any additional supporting documents at the end
5. Save and submit your plan

If you have any questions, please feel free to reach out to the team at spark@aimegroup.com.

Company Name

Business Plan

Date:

Contact Information

Name:

Email:

Phone:

Website:

Address:

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Executive Summary

Briefly describe the fundamental elements of your business. This section serves as a complete summary of your business plan and should highlight everything you've about within your plan. Oftentimes, it's easier to write this section last.

Company Description

Provide an in-depth description of what you intend your company to be, any problems you may encounter, mission statement and your goals/objectives for the future.

Market Analysis

Describe your current market. Give examples of geographic locations and certain demographics of your target audience. This should be focused on describing who it is you plan to serve.

What is the growth potential in your market? Highlight how you believe your company can grow in your target market.

Highlight certain trends you see within your market, talk about your competitors and how you plan to market your business ahead of them.

Products/Services Line

List and describe the products/services you plan to offer consumers. Highlight how will these products/services best serve consumers in your market.

Organization & Management

Describe your current management team and list out your strengths and weaknesses.

Provide a detailed plan for how you would like to develop your team moving forward.

Describe your management succession plan. Who will take over in the event of a continued absence among any owner or key employee.

Marketing & Sales

Describe your plan for marketing your business and generating sales. Highlight needs/wants of your target market, industry trends, competition/buying patterns and main competitors.

How will your marketing plan help your business grow? Highlight growth opportunities here.

Funding Request

Describe how much funding your business will need. This section will be what investors care about most so highlight why funding is needed, total amount, how you will be spending and the parameters of your spending.

Financial Projections

Describe to investors, partners or sponsors why your company will become a financial success. Include Key Performance Indicators, Break-Even Analysis, Long Term Plan and Business Ratios to back yourself up.

Appendix

Include any relevant documents that will back up anything in your entire business plan -- references, licenses, permits, patents, legal documents, etc.