



Your Business Plan Made Simple

by: Open Books Financial

Need to Make a Business Plan?

Don't worry! It's simple.

Congratulations!

You have decided to start your first business. I know you're ready to jump in, but wait a minute! We want your business to be long-lasting, lucrative, and structured. That being said, it's best to do a little planning first. Use this guide to do a HIGH LEVEL plan of the most important parts of your business, so you can fill in the details later.

Part 1: Executive Summary (Summary of all parts)

Part 2: Company Description

Part 3: Products and Services

Part 4: Marketing Plan

Part 5: Operational Plan

Part 6: Management & Organization

Part 7: Start-up Costs

Part 8: Financial Plan

Part 9: Other Analysis/Appendix

What is the purpose of your company? What problem(s) do you aim to solve?

What are your goals as a company?

Describe your target market.

Select your company structure:

- **Sole Proprietorship**
- **Partnership**
- **Corporation**
- **S Corporation**
- **Limited Liability Company (LLC)**

What products/services will you provide?

What unique features do your products/services contain?

Will you use suppliers for your products? List them.

How will you price your product/services?

Will your products/services require special licenses/permits?

Do some research on your industry. What do you find?

Who is your target consumer?

Which platforms will you use to market your business?

How will you consistently produce your product/service?

Where will you house the operations of the business?

What licenses, permits are required? Will you trademark, copyright?

What are the personnel needs of your business?

Who are the owners and key employees? Support team?

How much will you need to start your business? Detail below.

Create a 1st year profit and loss projection below:

P&L Sample:

Income

Sales	150,000.00	
Services	5,000.00	
Other Income	2,000.00	
Total Income		\$ 157,000.00

Expenses

Accounting	12,000.00	
Advertising	5,000.00	
Bank Charges	300.00	
Depreciation	2,000.00	
Interest	120.00	
Office Supplies	6,000.00	
Postage	1,000.00	
Transportation	1,500.00	
Salaries & Wages	65,000.00	
Total Expenses		\$ 92,920.00

Profit / (Loss) **\$ 249,920.00**

Additional Information/Notes

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That should cover it...for now.

Remember, this is a HIGH LEVEL plan. Some businesses will require much more information than what was outlined in this guide, while some businesses may require less.

It is up to you to do the adequate research and planning to ensure you have captured the details you need to get started.

Starting a business is an exciting and creative process, so have fun, enjoy, and do not be afraid to learn along the way.