



MOSES & MOSES, P.C.

Attorneys At Law

## Business Plan Template

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Facsimile:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Executive Summary.** Why you want to start this business? Describe your experience and background. What is the need or gap in your target market and how will your particular expertise fill it? Explain your future plans for the business.

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**Company Description.** Describe the nature of your business and list the marketplace needs that you are trying to satisfy. Include an explanation of how your product(s) and/or service(s) meet these needs and describe the specific consumers, organizations or businesses that your company will serve. Explain the competitive advantages that you believe will make your business a success such as your location, expert personnel, efficient operations or ability to bring value to your customers.

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**Organization & Management.** Describe your company’s organizational structure (an organizational flow chart may help), including details about the ownership, their background and qualifications and who handles what tasks in your business. If necessary, include a detailed description of each department and its function. Also, describe the legal structure of your business – i.e. is it a partnership, limited liability company, corporation, etc.

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**Market Analysis.** Describe your industry including its current size and historic growth rate as well as other trends and characteristics, market knowledge, including information about your target market, distinguishing characteristics of target market, the size of your target market and how much market share you expect to gain from your competition, pricing and gross margin targets as well as any of your research findings and conclusions.

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**Marketing Strategy.** Describe your growth, distribution and communication strategy to reach your specific consumers, organizations or businesses that your company will serve.

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**Financial Plan and Funding Request.** Describe your financial plan and identify the source of start-up funding and any future funding amounts over the next 2 to 5 years, including in your request how the funds will be utilized – i.e. will the funds be utilized within your company for start-up capital or for company expansion purposes. Make sure to detail the terms for any funds received.

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**Start-Up Summary.** Summarize your start-up expenses and assets.

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**Start-up Expenses and Liabilities.** Describe any amounts borrowed, including long and short term liabilities and loan and accounts payable for the first year.

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total Start-up Expenses</b>	\$

**Start-up Assets and Capital.** Describe any owner or investor capital received and current assets.

	\$
	\$
	\$
	\$
	\$
	\$
<b>Total Assets</b>	\$
<b>Total Requirements</b>	\$