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**(*INSERT YOUR LOGO*)** (Insert Your Name)

(Insert Your Title)

(Insert your Business Name)

(Insert your Business Address)

(Insert your contact details)

**(Insert your Business Name)**

**BUSINESS PLAN**

**(*Insert Date Prepared*)**

***Disclaimer: this business plan is not binding and is only meant as a guide to help you structure your business idea.***

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8. **EXECUTIVE SUMMARY**

**Complete this page last.** This section is a summary of the information you wrote in the following sections. Try to keep it to one page. It should include:

**COMPANY SUMMARY:**

* **Details about your business and the founding team:** what is your business name? what is the legal business structure? What is the registered location? When did you register the business? Who are the business owners? What are their relevant experience?
* **Information about the products/services you offer:** what are the products or services that you are selling? Why are there better than the ones currently offered on the market?

**MARKET INFORMATION:**

* **Your target market:** Who is your target market? Why would they choose your product over others?
* **Your marketing Strategy:** what is your strategy to enter the market? How will you reach potential customers?

**EXPECTED OUTCOME:**

## **Vision & Mission Statements**

**FINANCIALS:**

* **Financial needs:** How much money do you need to start your business? How are you planning on raising this money?
* **Financial projections:** How much profit are you expecting to make in a certain timeframe?

1. **BUSINESS DETAILS**

**PRODUCTS/SERVICES:**

* **Products/services:** what products/services are you selling?

Describe the products and services you plan to sell.

* **Unique selling proposition:** how is your product or service unique? how does your product differentiate itself from competitors? How hard is it to replicate by competitors?
* **Market position:** how do you position your products compared to the market?
* **Demand:** what is the anticipated demand for your products/services?

Is it expected to grow over time?

* **Pricing strategy:** what is the price of your product? What is your pricing strategy?
* **R&D and Intellectual property:** List any trademarks, patents you have registered.

**MANAGEMENT & ORGANIZATION:**

* **Business owners:** Who are the primary stakeholders in your business? How are shares divided between them? What is the role of each person? Do you have a founders agreement? What are the relevant experiences of the business owners?
* **Managers:** Who will be running the business? What are the relevant experiences of the managers? What other skills do you need to run your business?
* **Employees:** Do you have any employees? What is their role? What other staff requirements will you need?

**OPERATIONS:**

* **Production:** what is the production process or how will you deliver your services?
* **Resources:** did your purchase or do you need to acquire or rent a land or a plant? What are the land or plant details? What will be your construction cost and time? Do you need machineries? What are their specifications and costs? What are the human resources you need? Do you need a software? What for?
* **Suppliers:** do you have or plan to have any suppliers? What do they supply to your business? How do they supply it?
* **Inventory:** do you own or will you own any inventory? What is it? How much do you except to hold in inventory?
* **Internal analysis:** What are the strengths and weaknesses of your firm?

**REGISTRATION DETAILS:**

Do you have the legal name of your business? If yes, what is it? What is your trading name?Did you register your business?If yes, when?What is the legal structure of the business? The registered location? Do you own a domain name? Do you have any required licenses or permits? What are they? If you have not done this yet, we will guide you in the process.

1. **MARKET ANALYSIS**

**INDUSTRY ANALYSIS:**

What are the key industry trends? What are the industry drivers and deterrents? How high are the barriers to entry? Is there a threat of substitutes? What is the bargaining power of buyers and suppliers? What is the industry life cycle? Are there potential market, legal or other risks that affect your business? Industry Analysis Models like “Porter’s Five Forces model” may also be used.

**MARKET** **ANALYSIS:**

What is the size of the market? Is the market growing? What are the different market segments? What are the recent market trends? Is the market expected to grow? What is the opportunity that you have recognized in this marketplace? What type of market research did you do? Did you conduct a survey? What were your findings?

**COMPETITORS:**

Who are your competitors? What is their market share? What is their positioning?

**UNIQUE SELLING POSITION:**

What is your unique selling proposition? Why do you have an advantage over competitors? Why would consumers choose your products or services instead of those offered by the competition?

**CUSTOMERS:**

Who are your target customers? Describe their age, gender, location, social status, education, attitude, and any other relevant attribute they may have? What is their behaviour? What factors influence their purchasing habit?

1. **MARKETING & SALES**

**SALES & DISTRIBUTION CHANNELS**:

What are your sales goals and targets? What are the sales and distribution mediums you will use (physical shop, online store, shipping, mail, wholesale, etc)? Which products or services will you use for each distribution channel? What percentage of sales will each channel represent? What are the advantages and disadvantages of using a particular channel?

**ADVERTISING PLAN****:**

What is your advertising strategy? How will potential customers be aware of your products or services? Which advertising mediums will you use (print, online, emails, mail, giveaways, events, social media? How much will it cost? What is the expected impact on your business?How will it contribute to your sales targets? What will be your customer retention method?

1. **IMPLEMENTATION PLAN**

**MILESTONES:**

At which stage is the business today? What did you already achieve?

**IMPLEMENTATION PLAN:**

What are the remaining steps that you need to take? What is the implementation timeline?

1. **FINANCIALS**

**FUNDING:**

How are you currently funding your business? Did you already raise funds for your business? If yes, when, how much, and from whom? How did you use this money or how do you plan on using it? Are you planning or raising any additional financing? How much and from whom? How do you plan on using it?

**START UP COSTS:**

Before you start your business first you need to prepare your start-up costing sheet to give you a more realistic idea of what it will cost. Check out [here](http://investinlebanon.gov.lb/Content/uploads/BSU-Startup_Costs_Template.xlsx) our Startup Cost template.

**PROFIT & LOSS**:

A profit and loss or income statement lists your sales and expenses and is generally recorded on a monthly, quarterly or yearly basis. It tells you how much real profit you're making or losing. A profit and loss statement can help you develop sales targets and an appropriate sales price for goods/services using tools like the break-even and profit margin. Check out [here](http://investinlebanon.gov.lb/Content/uploads/BSU-Financial_Statements_Templates.xlsx) our Profit and Loss template.

**CASH FLOW STATEMENT**

A cash flow statement tracks all the money flowing in and out of your business and can reveal payment cycles or seasonal trends that require additional cash to cover payments. This cycle or pattern can help you plan ahead and make sure you always have money to cover your payments. Check out [here](http://investinlebanon.gov.lb/Content/uploads/BSU-Financial_Statements_Templates.xlsx) our Cash Flow template.

**BALANCE SHEET:**

A balance sheet is a snapshot of your business on a particular date. It lists all of your business' assets and liabilities and works out your net assets. A balance sheet can also help you work out your working capital (money needed to fund day-to-day operations) and business liquidity (how quickly you are able to pay you r current debts), which can give you a good indication of the financial health of your business. Check out [here](http://investinlebanon.gov.lb/Content/uploads/BSU-Balance_Sheet_Template.xlsx) our Balance Sheet template.

1. **SUPPORTING DOCUMENTS**

Attach any supporting documents you might have, including surveys and questionnaires you might have conducted, resumes, inventory lists, licenses or permits.