Business Plan

Name:

Name

Summary of business:

Summary

What’s the problem we are trying to solve?

| E.g There are many IT companies that repair computers and it can be hard for customers to know which company to repair their computer with |
| --- |

Our Solution:

| E.g fixing computers in a timely manner while providing a premium service at reasonable prices |
| --- |

Who are we trying to solve the problem for?

| E.g Men and women in the age range of 60 - 75 |
| --- |

How are we going to reach customers?

| E.g   * Email * Facebook Page |
| --- |

How are customers going to contact us?

| E.g   * Email * Phone |
| --- |

What does our competition look like?

| Competitor Name | E.g IT Superheros |
| --- | --- |
| What they do well? | E.g They sell services at low prices |
| What we do differently? | E.g We provide a premium service |

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What will our finances look like?

| Predict expenses  &  Profit (if you can) |  | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
| --- | --- | --- | --- | --- | --- |
| Expenses | $ | $ | $ | $ |
| Profit | $ | $ | $ | $ |

| Expected income sources | E.g computer sales |
| --- | --- |
| Expected expenses | E.g advertising, rent |

People to support our business?

| Name |  |
| --- | --- |
| Position | E.g Computer repair technician |
| Skills/Value |  |

| Name |  |
| --- | --- |
| Position |  |
| Skills/Value |  |

| Name |  |
| --- | --- |
| Position |  |
| Skills/Value |  |

What are our business goals?

(When writing business goals use the SMART (specific, measurable, achievable, relevant and time-bound) Goal framework which you can see in the resources section at the end of this document)

| Goal | E.g get 3 IT fix customers in 6 months |
| --- | --- |
| Actions to achieve goal | E.g:   * Make an facebook page and promote my services * When customers message me respond with how I can help * Help 3 customers fix their IT related issues |
| Deadline for Goal |  |

| Goal |  |
| --- | --- |
| Actions to achieve goal |  |
| Deadline for Goal |  |

| Goal |  |
| --- | --- |
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You have finished your business plan!

Your business plan is a document you should be looking at and updating regularly when things change or goals have been completed and you need to set new goals!

Resources:

* SMART Goals Framework
  + S = Specific: What will you achieve? What will you do?
  + M = Measurable: What data will you use to decide whether you've met the goal?
  + A = Achievable: Are you sure you can do this? Do you have the right skills and resources?
  + R = Relevant: Does the goal align with those of your team or business? How will the result matter?
  + T = Time - bound: What is the deadline for accomplishing the goal?