[SPECIFY DATE]

[INSERT BUSINESS LOGO]





**BUSINESS PLAN**

Business Plan For

[SPECIFY BUSINESS NAME]

[INSERT BUSINESS DETAILS]

[SPECIFY BUSINESS ADDRESS]

## **Table of Contents**

**INTRODUCTION Page Number**

**CONTEXT OF THE BUSINESS Page Number**

Business Details Page Number

Mission/Vision/Core Values Page Number

Objectives Page Number

Management and Organizational Structure Page Number

List of Products and Services Page Number

Legal Context Page Number

Operational Dynamics Page Number

**MARKET DYNAMICS** **Page Number**

Market research Page Number

Market Analysis Page Number

Customer Details Page Number

S.W.O.T. analysis Page Number

Marketing and Sale Strategies Page Number

**ACTION PLAN Page Number**

Future Plans Page Number

**FINANCIAL PLAN Page Number**

Financial Objectives Page Number

Financial Context Page Number

Start-up Details Page Number

Profit and Loss Page Number

Cash Flow Page Number

Balance Sheet Page Number

**ADDITIONAL DOCUMENTS AND REFERENCES Page Number**

**INTRODUCTION AND BUSINESS PLAN SUMMARY**

[SPECIFY YOUR BUSINESS NAME] is a business entity that specializes in the production of [SPECIFY PRODUCTS] and delivery or performance of [SPECIFY SERVICES]. It is one of the leading and highly-recommended business entity when it comes to such products and services. Excellence is at the core of its operations. Notwithstanding the status, reputation, gender, nationality, socioeconomic status of its customers, it provides equitable treatment and level of quality and expertise.

High quality products and streamlined services are provided due to its adherence to the purchase and retention of high-quality machineries, technological devices, equipment, and other paraphernalia that boost the competitive nature of the business. The people working behind this company are consistently provided with trainings and avenues for them to master their arts and streamline their skills.

Currently, [SPECIFY YOUR BUSINESS NAME] caters to approximately [SPECIFY ESTIMATED NUMBER OF CLIENTS OR CUSTOMERS] in [SPECIFY PLACE]. Moreover, it aims to expand its business and cover a wider clientele. In line with this, this business plan will help it realize its goals, objectives, and plan for the year(s) [SPECIFY YEAR(s)]. The plan is a product of an extensive pre-planning and planning initiatives, discussions, and collaboration between various stakeholders that aim to uphold [SPECIFY YOUR BUSINESS NAME] interests, ideals, and goals.

It will also be evident in this plan, the enhanced or enriched version of business strategies, principles, and approaches. Furthermore, the said company also consider and take into account the dynamic character of the business industry that they’re currently dealing with. Taking into account the effects of globalization, the prevailing environmental and management issues, the price dynamics, the growing number of competitors, and other important considerations. The plan will also provide an extensive data analysis of such factors and how it can deal with it.

**CONTEXT OF THE BUSINESS**

It is an accepted rule in the world of business that the context and circumstances surrounding the business play a vital part in the realization of its goals and ultimately to its success. In association to this, the details provided here pertains information about the nature of the business, the list of offered products and services, the mission and core values of the business, its business objectives, a discussion regarding the people working behind the success of the business, and the legal implications and details of such business.

### 

### **Business Details**

|  |  |
| --- | --- |
| **Business name:** | [SPECIFY YOUR BUSINESS LEGAL ENTITY NAME] |
| **Date of registration:** | [SPECIFY DATE OF REGISTRATION] |
| **Type of Business Structure:** | [SPECIFY THE NATURE AND TYPE OF BUSINESS YOU’RE IN THAT MUST BE IN LINE WITH YOUR REGISTRATION] |
| **Principal Place of Business**: | [SPECIFY THE PRINCIPAL PLACE OF BUSINESS] |
| **Permits and Licenses:** | [SPECIFY LICENCES AND PERMITS [SPECIFY LICENCE NUMBERS] |
| **Government-issued business identification numbers:** | [SPECIFY IDENTIFICATIONS AND NUMBERS] |
| **Contact Numbers:** | [SPECIFY CONTACT DETAILS] |
| **Business Hours:** | [SPECIFY BUSINESS/WORKING HOURS] |
| **Business Days:** | [SPECIFY BUSINESS DAYS] |
| **List of Branches:** | [SPECIFY LIST OF BRANCH NAMES AND THEIR CORRESPONDING ADDRESSES] |

Below is a map that illustrates where [SPECIFY YOUR BUSINESS NAME] is principally conducting its business and the corresponding branches. There are also highlighted landmarks for easy navigation.

[INSERT MAP EMPHASIZING YOUR BUSINESS LOCATION]

[PROVIDE LANDMARKS FOR NAVIGATION PURPOSES]

**Mission, Vision, And Company Values**

Mission

[SPECIFY YOUR BUSINESS NAME] primarily aims to delivery excellence and high quality products and services to its clients and customers. Our brand represents the culture that we’re observing within and beyond the frontiers of our business. We consider our people and our culture as valuable and indispensable aspects of our business.

[SPECIFY YOUR BUSINESS NAME] acknowledges and emphasizes the importance of embracing change in order to foster continuous growth and development. It is our mission to conduct our business with the values that we adopt in order to foster a culture of professionalism and success-driven individuals.

Vision

[SPECIFY YOUR BUSINESS NAME] aims to deliver the best products and services that showcase both quality and substance. We aim to be branded as a business that provides high-caliber products and services but does not adopt business practices that put our people and the environment at a great risk.

Key Values and Principles

[SPECIFY YOUR BUSINESS NAME] adopts and lives the following core values: [SPECIFY YOUR ETHICAL BUSINESS VALUES]. Regardless of the situation, we always make it a point to adhere to this values because we don’t just follow them, but we live them and eventually make it part of our system. In the performance of our business and societal obligations, we execute them with utmost diligence, professionalism in order to fully comply with the demands of our clients.

In line with this, [SPECIFY YOUR BUSINESS NAME] considers the following key areas for success:

[SPECIFY ADOPTED AREAS OR CONSIDERATIONS FOR SUCCESS] such as the environmental factor, management, and other specifications]

**Objectives**

Since its commencement of operations, [SPECIFY YOUR BUSINESS NAME] has been reaping several success stories. The management considered the important role played by well-written business plans which embodies specific, measurable, timely, achievable, balanced, and relevant objectives. For the year [SPECIFY YEAR(s)], the business objectives of [SPECIFY BUSINESS NAME] are the following:

For a span of [SPECIFY NUMBER OF YEARS], [SPECIFY BUSINESS NAME] diligently aims to achieve the following goals and objectives:

* To foster originality and enriched our product innovation processes and mechanisms;
* To invest more on research and development programs in order to build sustainable programs and procedures;
* To cater to a wider clientele by adopting high-level and optimized marketing programs and strategies;
* To build more branches and other expansion-related initiatives;
* To hire approximately [SPECIFY TARGET]; and
* [SPECIFY OBJECTIVES]

**Management and Organization Structure**

[SPECIFY YOUR BUSINESS NAME] adheres to the principle that the type of leaders and managers of a business affects the dynamics of the business. The company ensures that it promotes or chooses managers that both have the personality and knows the technicality of the procedures and processes. For this section of the business, we will outline the ownership structure, the management details, the key personnel, and their corresponding credentials.

[INSERT ORGANIZATION STRUCTURE OR DIAGRAM]

The business is exclusively owned by [SPECIFY OWNER(s) NAME]. He or she is a dedicated and passionate business tycoon that is not just concerned about reaping profits or generating revenues, but aims for to achieve a type of development that is sustainable. Below are his or her relevant credentials [SPECIFY OWNER’S CREDENTIALS AND RELEVANT EXPERIENCES].

As per the key personnel designated in different departments and sections of the company as provided in the organizational structure provided above, the matrix below highlights the company’s key personnel’s, the delineation of functions and responsibilities, and their relevant skills and expertise.

|  |  |  |  |
| --- | --- | --- | --- |
| **Designation/ position** | **Name** | **Primary responsibilities** | **Skills and technical expertise** |
| [SPECIFY POSITION (ex. Operations Manager)] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |
| [SPECIFY POSITION (ex. Office Manager)] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |
| [SPECIFY POSITION (ex. Events Coordinator)] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |
| [SPECIFY POSITION (ex. Sales Manager] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |

For the year(s) [SPECIFY YEAR], the company aims to expand and hire additional staff and workers. The matrix below outlines the needed position, the tasks, and the relevant credentials.

|  |  |  |  |
| --- | --- | --- | --- |
| **Designation/ position** | **Name** | **Primary responsibilities** | **Skills and technical expertise** |
| [SPECIFY POSITION (ex. Operations Manager)] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |
| [SPECIFY POSITION (ex. Office Manager)] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |
| [SPECIFY POSITION (ex. Events Coordinator)] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |
| [SPECIFY POSITION (ex. Sales Manager] | [SPECIFY] | [SPECIFY DETAILS] | [SPECIFY DETAILS / EMPHASIZED THE RELEVANT ONES] |

The **total number of employees** required is [SPECIFY ESTIMATED NUMBER].

**Recruitment and hiring procedures**

In line with the planned expansion and the company’s increasing demand for personnel and staff, there are certain adjustments and amendments as to recruitment options and procedures. Notwithstanding the said demand, the hiring managers will still extensively scrutinize and assess the applicants in order to attract and hire qualified and suitable candidates. The matrix below represents the company’s recruitment procedures:

[SPECIFY RECRUITMENT PROCEDURES]

In connection to this, the company will also implement advertising strategies to attract more applicants such as the following:

[SPECIFY ADVERTISING STRATEGIES FOR RECRUITMENT PURPOSES].

**Staff Training and Development Programs**

Other than attracting prospective employees, the company also considers and prioritizes the growth and development of the existing staff and personnel. In the end of the day, the rate of employee retention tells something about the management dynamics and capacity of the business. In line with this, the company plans to conduct training programs, assessments, and incentive mechanisms to foster such development in the field of human resources.

[SPECIFY LIST OF TRAINING PROGRAMS]

[SPECIFY REQUIRED ATTENDEES]

[SPECIFY INCENTIVE MECHANISMS]

[SPECIFY PROCEDURES RE: INCENTIVES]

**List of Products And Services**

For this section, the context and material details pertaining to our products and services are emphasized.

|  |  |
| --- | --- |
| **TYPE OF PRODUCTS** | **MARKET POSITION** |
| [SPECIFY] | [SPECIFY DETAILS] |
| [SPECIFY] | [SPECIFY DETAILS] |

To make its products stand out from the rest, it adopted a marketing position that is suitable for the said products. The chosen strategy and some which are still pending in terms of implementation, will uphold or enrich the uniqueness and special features of the products.

**Pricing Strategies**

In terms of how customers consider the value of our products, the company positioned such in a way that they will serve both as a necessity and luxury. In line with this, the price strategies adopted by the company are as follows: [SPECIFY PRICING STRATEGIES]. As much as possible, it wants to adopt a reasonable, fair, and competitive market price. In the end of the day, the company still needs to earn revenues for it to implement its projects and push through with its expansion initiatives. However, it will not create a burden on the consumer's’ end by the dissemination of reasonable prices that are also at par with the others.

In line with this, the matrix below shows a breakdown of our offered products and services with their corresponding details and applied price range.

|  |  |  |
| --- | --- | --- |
| **Name of Product/Service** | **Product/ Service Details** | **Price Range** |
| [SPECIFY PRODUCT/ SERVICE NAME/ DESIGNATION] | [SPECIFY INFORMATION/ RELEVANT DESCRIPTION] | [SPECIFY APPLIED/PLANNED PRICE RANGE] |
| [SPECIFY PRODUCT/ SERVICE NAME/ DESIGNATION] | [SPECIFY INFORMATION/ RELEVANT DESCRIPTION] | [SPECIFY APPLIED/PLANNED PRICE RANGE] |
| [SPECIFY PRODUCT/ SERVICE NAME/ DESIGNATION] | [SPECIFY INFORMATION/ RELEVANT DESCRIPTION] | [SPECIFY APPLIED/PLANNED PRICE RANGE] |
| [SPECIFY PRODUCT/ SERVICE NAME/ DESIGNATION] | [SPECIFY INFORMATION/ RELEVANT DESCRIPTION] | [SPECIFY APPLIED/PLANNED PRICE RANGE] |

### 

### **Other Plans and Initiatives**

1. **Research and Development**

[SPECIFY BUSINESS NAME] consider the Research and Development arm of its business to play an important role in enriching its innovation initiatives. The following are the list of R and D plans and the corresponding budget allocation and number of required staff and personnel.

|  |  |  |
| --- | --- | --- |
| **List of Programs and Initiatives** | **Budget Allocation** | **Required number of Personnel** |
| [SPECIFY LIST OF PROGRAMS] | $XXXX | [SPECIFY] |
| [SPECIFY LIST OF PROGRAMS] | $XXXX | [SPECIFY] |
| [SPECIFY LIST OF PROGRAMS] | $XXXX | [SPECIFY] |

The company also acknowledges that its intellectual properties must be protected. In line with this, below are planned initiatives to preserve and secure the company’s trademarks, patents, and designs: [SPECIFY STRATEGIES AND INITIATIVES]

**Management of Risks**

In any business venture, risks are inevitable. Even if they are inescapable, the company came up with a risk assessment and management plan in order to assess and minimize the detrimental effects of such risks. The table below will highlight the type of risks, the adopted strategies and the corresponding objectives, the budgetary allocation and the persons responsible to spearhead the management.

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Risk** | **Strategies** | **Objectives** | **Person(s) Responsible** |
| [SPECIFY THE NATURE AND DESIGNATION OF THE RISK ] | [SPECIFY ADOPTED STRATEGIES AND INITIATIVES] | [SPECIFY OBJECTIVES] | [SPECIFY PERSONS RESPONSIBLE] |
| [SPECIFY THE NATURE AND DESIGNATION OF THE RISK ] | [SPECIFY ADOPTED STRATEGIES AND INITIATIVES] | [SPECIFY OBJECTIVES] | [SPECIFY PERSONS RESPONSIBLE] |
| [SPECIFY THE NATURE AND DESIGNATION OF THE RISK] | [SPECIFY ADOPTED STRATEGIES AND INITIATIVES] | [SPECIFY OBJECTIVES] | [SPECIFY PERSONS RESPONSIBLE] |
| [SPECIFY THE NATURE AND DESIGNATION OF THE RISK] | [SPECIFY ADOPTED STRATEGIES AND INITIATIVES] | [SPECIFY OBJECTIVES | [SPECIFY PERSONS RESPONSIBLE] |

**Legal Context**

[SPECIFY YOUR BUSINESS NAME] is a registered [SPECIFY TYPE OF BUSINESS] and principally during business in [SPECIFY NAME OF PLACE AND STATE]. It adheres to the following general and special statutes and procedures that govern the conduct of business in [SPECIFY NAME OF PLACE AND STATE]. Below are the set of rules that applies to our business. However, the list is not exclusive:

[SPECIFY STATUTES AND ADMINISTRATIVE ISSUANCES ADHERED TO AND FOLLOWED BY YOUR BUSINESS]

**Warranties and Other Relevant Procedures and Policies**

Because of [SPECIFY BUSINESS NAME] is into the sale of products and services, certain warranties are also at place. The following are the agreed terms that are observed by the business as a standard procedure unless otherwise provided by the management.

[SPECIFY TERMS OF THE WARRANTY INCLUDING THE ACCEPTED MODE OF PAYMENT AND THE CREDIT POLICY ADOPTED]

**Operational Dynamics**

Because of the degree of technicality that the business of the company demands, the management plans to optimize and update the current production process to make way for more streamlined and relevant procedures.

[SPECIFY PRODUCTION PROCESS (OLD ONE)]

[SPECIFY NEW PRODUCTION PROCESS]

Furthermore, herein below are the list of suppliers contracted [SPECIFY BUSINESS NAME] and are still working with:

[SPECIFY LIST OF SUPPLIERS]

As for the tools and equipment, below is a list of such tools with the corresponding costs. Furthermore, there is also an attached inventory of such tools and equipment.

|  |  |  |
| --- | --- | --- |
| **Type of Tools or Equipment** | **Cost** | **BRIEF DESCRIPTION/ PRIMARY FUNCTION** |
| [SPECIFY TOOLS OR EQUIPMENT NAME] | $xxxx.xx | [SPECIFY] |
| [SPECIFY TOOLS OR EQUIPMENT NAME] | $xxxx.xx | [SPECIFY] |
| [SPECIFY TOOLS OR EQUIPMENT NAME] | $xxxx.xx | [SPECIFY] |
| [SPECIFY TOOLS OR EQUIPMENT NAME] | $xxxx.xx | [SPECIFY] |

|  |  |  |
| --- | --- | --- |
| **Type of Technology-related Hardware and Software** | **Cost** | **BRIEF DESCRIPTION/ PRIMARY FUNCTION** |
| [SPECIFY TECHNOLOGY] | $xxxx.xx | [SPECIFY] |
| [SPECIFY TECHNOLOGY] | $xxxx.xx | [SPECIFY] |
| [SPECIFY TECHNOLOGY] | $xxxx.xx | [SPECIFY] |
| [SPECIFY TECHNOLOGY] | $xxxx.xx | [SPECIFY] |

In line with the mission statement of this company, it also came up with a sustainability plan and environmental management plan that will showcase their social and environmental initiatives. The plan will ensure that the path used by the said company does not run afoul to its mission of preserving the integrity of the environment.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type of Activities, Programs, and Initiatives** | **Person(s) or Team(s) Responsible** | **Budget Allocation** | **Date of Commencement** | **End Date** |
| [SPECIFY NAME OF ACTIVITY OR PROGRAM] | [SPECIFY] | [SPECIFY AMOUNT] | [SPECIFY START DATE] | [SPECIFY END DATE] |
| [SPECIFY NAME OF ACTIVITY OR PROGRAM] | [SPECIFY] | [SPECIFY AMOUNT] | [SPECIFY START DATE] | [SPECIFY END DATE] |
| [SPECIFY NAME OF ACTIVITY OR PROGRAM] | [SPECIFY] | [SPECIFY AMOUNT] | [SPECIFY START DATE] | [SPECIFY END DATE] |
| [SPECIFY NAME OF ACTIVITY OR PROGRAM] | [SPECIFY] | [SPECIFY AMOUNT] | [SPECIFY START DATE] | [SPECIFY END DATE] |

## 

## **Quality Control**

## To ensure that the business produce products that are of high quality and in consonance with the preferred standard of quality by the customer, the management also maintains and adheres to certain procedures involving quality control and management. These procedures will check and balance both the provision of the products and the performance of certain services.

[SPECIFY QUALITY CONTROL PROCEDURES INCLUDING THE PERSON(s) responsible]

**MARKET DYNAMICS**

### [SPECIFY YOUR BUSINESS NAME] consider the condition of the market in the course of building the substance of this plan. Undeniably, the market trends are dynamic and subject to various factors. That is why market research plays a key role in making an extensive and comprehensive market analysis and plan that will suffice that preferences of the clients and customers.

### **Market Research**

In conducting the market research, the company adopted the following tools and methodologies that will involve researchers of the company to understand several specific aspects of the market.

|  |  |  |  |
| --- | --- | --- | --- |
| **Topics or Aspects** | **Methodologies and Approaches** | **Tools or Materials** | **Other References** |
| [SPECIFY TOPIC] | [SPECIFY METHOD] | [SPECIFY] | [SPECIFY] |
| [SPECIFY TOPIC] | [SPECIFY METHOD] | [SPECIFY] | [SPECIFY] |

Basing from the above-stated considerations, the researchers came up with the following information pertaining the market trends, conditions, and challenges that can affect the business:

[SPECIFY RESEARCH FINDINGS]

**Market Analysis**

In line with the research findings, [SPECIFY YOUR BUSINESS NAME], plans to achieve the following targets with respect to a certain period or frequency:

[SPECIFY SALES TARGETS] for the year(s) [SPECIFY YEAR(s)]

**Customer Details and Preferences**

Because of the nature of the products and services that the company provides, it attracts customers or consumers coming from diversified backgrounds. Specifically, the company targets the [SPECIFY TARGET CUSTOMERS] as the primary consumers of its products. For specifics, you may refer to the demographics below:

[SPECIFY CUSTOMER DEMOGRAPHICS]

Furthermore, the management came up with a list of initiatives that will be implemented in order for the business to foster a healthy relationship with its customers and clients. Currently, the management is on the process of modifying and updating the customer service standards and at the same time simplifying the code of ethics of the company. They are also providing more customer service-related programs and trainings to its staff and employees.

### **S.W.O.T. Analysis**

In dealing with business plans, the conduct of an S.W.O.T. Analysis is always at place. This procedure aims to clarify and shed light on the strengths, weaknesses, opportunities, and threats faced or currently dealt with by [SPECIFY YOUR BUSINESS NAME]

|  |  |
| --- | --- |
| **STRENGTHS** | [SPECIFY THE COMPANY’S STRENGTH] |
| **WEAKNESSES** | [SPECIFY THE COMPANY’S WEAKNESSES] |
| **OPPORTUNITIES** | [SPECIFY THE BUSINESS OPPORTUNITIES] |
| **THREATS** | [SPECIFY THE BUSINESS THREATS] |

**Marketing and Sales Strategy**

[SPECIFY YOUR BUSINESS NAME] considers the marketing and sales department as important pillars to consider and prioritize for the overall success of the business. Marketing initiatives make it possible for the customers to get acquainted on the dynamics of the company and the relevant facts and information pertaining to the latter’s offered products and services. The matrix below provides a breakdown of the marketing and sales programs that are to be implemented with the corresponding budgetary allocation, objectives, and the timeframe.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Programs** | **Objectives and Goals** | **Required Budget** | **Timeframe** |
| [SPECIFY MARKETING PROGRAM OR ACTIVITY ex. Campaigns and information drive] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |
| [SPECIFY MARKETING PROGRAM OR ACTIVITY ex. Online Advertising] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |
| [SPECIFY MARKETING PROGRAM OR ACTIVITY ex. Conduct of concerts and events] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |
| [SPECIFY MARKETING PROGRAM OR ACTIVITY ex. Product promotions through print media such as brochures and etc.] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |

As for the sale strategies and initiatives, the matrix below shows the breakdown:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sales Initiatives** | **Targets** | **Objectives and Goals** | **Required Budget** | **Timeframe** |
| [SPECIFY SALES PROGRAM OR ACTIVITY ex. Campaigns and information drive] | [SPECIFY] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |
| [SPECIFY SALES PROGRAM OR ACTIVITY ex. Online Advertising] | [SPECIFY] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |
| [SPECIFY SALES PROGRAM OR ACTIVITY ex. Conduct of concerts and events] | [SPECIFY] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |
| [SPECIFY SALES PROGRAM OR ACTIVITY ex. Product promotions through print media such as brochures and etc.] | [SPECIFY] | [SPECIFY THE OBJECTIVES OF THE ACTIVITY OR PROGRAM] | $xxxxxx.xxx | [SPECIFY TARGET DATE OF COMMENCEMENT AND COMPLETION] |

**ACTION PLAN**

To make this plan operational and efficient, the action plan below was drafted. This action plan includes the stages or milestones that must be completed with respect to an agreed timeframe and the person-in-charge.

|  |  |  |
| --- | --- | --- |
| **Stages** | **Timeframe and Deadline** | **Person-in-Charge** |
| **[SPECIFY STAGE OR MILESTONE]** | [SPECIFY AGREED DATE FOR IMPLEMENTATION AND COMPLETION] | [SPECIFY DESIGNATION MANAGER/OFFICER] |
| **[SPECIFY STAGE OR MILESTONE]** | [SPECIFY AGREED DATE FOR IMPLEMENTATION AND COMPLETION] | [SPECIFY DESIGNATION MANAGER/OFFICER] |
| **[SPECIFY STAGE OR MILESTONE]** | [SPECIFY AGREED DATE FOR IMPLEMENTATION AND COMPLETION] | [SPECIFY DESIGNATION MANAGER/OFFICER] |
| **[SPECIFY STAGE OR MILESTONE]** | [SPECIFY AGREED DATE FOR IMPLEMENTATION AND COMPLETION] | [SPECIFY DESIGNATION MANAGER/OFFICER] |

## 

## **FINANCIAL PLAN**

**Financial Objectives**

As a company that specializes in the field of [SPECIFY FIELD OF EXPERTISE], it aims to attain and uphold to the following financial objectives and goals:

[SPECIFY FINANCIAL OBJECTIVES]

The above-stated objectives are considered as the primary thrust of the company in terms of financial management.

**Financial Context**

For the year [SPECIFY YEAR], [SPECIFY YOUR BUSINESS NAME] will be needing the following breakdown of finances to fund its strategies and plans for expansion.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TARGET:** [*SPECIFY TOTAL FINANCES NEEDED] $xxxxxxxxx.xxxx* | | | | |
| **Fund Sources** | | | | |
| **Loans** | **Partnerships** | **Investments** | **Government-funding** | **Other Sources** |
| [SPECIFY ] | [SPECIFY] | [SPECIFY] | [SPECIFY] | [SPECIFY] |
| [SPECIFY] | [SPECIFY] | [SPECIFY] | [SPECIFY] | [SPECIFY] |
| [SPECIFY] | [SPECIFY] | [SPECIFY] | [SPECIFY] | [SPECIFY] |

**Profit And Loss Statement**

As per the analysis of the company’s financial department, the following is the profit and loss forecast for the designated years [SPECIFY YEAR].

|  |  |  |  |
| --- | --- | --- | --- |
| P AND L FORECAST | [SPECIFY YEAR] | [SPECIFY YEAR] | [SPECIFY YEAR] |
| SALES | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| GROSS PROFIT | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| EXPENSES | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| NET PROFIT | **[SPECIFY VALUE] $xxxxxxx.xxx** | | |

**Cash Flow**

As per the analysis of the company’s financial department, the following is the cash flow for the designated years [SPECIFY YEAR].

[SPECIFY EXPECTED CASH FLOW]

**Balance Sheet**

As per the analysis of the company’s financial department, the following is the cash flow for the designated years [SPECIFY YEAR].

|  |  |  |  |
| --- | --- | --- | --- |
| **Balance Sheet Forecast** | **[SPECIFY YEAR]** | **[SPECIFY YEAR]** | **[SPECIFY YEAR]** |
| Current Assets | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| Fixed Assets | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| Total Assets | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| Short Term Liabilities | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| Long Term Liabilities | [SPECIFY VALUE] | [SPECIFY VALUE] | [SPECIFY VALUE] |
| Total Liabilities | **[SPECIFY VALUE] $xxxxxxx.xxxx** | | |
| **Net Assets : [SPECIFY VALUE] $xxxxxxx.xxxx** | | | |

**ADDITIONAL DOCUMENTS AND REFERENCES**

For further information about the information provided in this business plan, attached herein are the additional documents and references. These documents are used to support the management’s plans and budgetary proposals. The attachments and references are categorized as follows:

* Strategic plan
* Proposals
* Account details
* Inventories
* [SPECIFY OTHER ATTACHMENTS]