

Business Plan



GUIDE

Your Guide to tooluru's Business Plan Template

Congratulations on downloading the Business Plan Template! You've got an idea, you've got a strategy, now you need to put pen to paper and take the first step to making it a reality!

The Business Plan Template will take you through the steps to laying out the gameplan of your business from startup to growth! This is a complete roadmap of the business strategy and operations and a key document when dealing with investors or lenders.

Completion of your Business Plan Template will create the foundation not only for your business but will give you the information you need to Pitch your business! The Business Plan Template is the perfect complement to the Pitch Kit! Download the Pitch Kit here: [Pitch Kit Download](#)

The purpose of the Business Plan Template is to provide potential investors, customers, banks and partners with the following:

- *The Overview of the Business – Vision & Mission, Description of the Business, Industry Outlook, Legal Structure;*
- *Sales & Marketing Plan – Market Analysis, SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis, Customer Profiling and Pricing;*
- *Operations Plan – Production, Location of the Business, Inventory, and Credit Policies.*
- *Organization Plan – Management Team and Advisors*
- *Financial Plan – Startup Expenses, Net Cash Flow Statement, and Use of Capital.*

What are the benefits of a Business Plan?

- *It solidifies your business direction*
- *Defines your objectives*
- *Maps out strategies to achieve your goals*

As you go through the Business Plan Template, keep the following in mind. Before you start, here are some recommendations to keep in mind as you fill out this Business Plan Template:

1. *A Business Plan must be written in a simple language but with effective wording.*
2. *Explain any business specific jargon or technical terminologies in the footnotes.*
3. *Ensure your numbers are consistent throughout i.e., the numbers in your financial information must match with the numbers used in other sections.*
4. *Avoid any fabricated or over sweeping claims. Stick to facts and reachable goals. This will help to secure loans and reduce questions from lenders.*
5. *Finally, proofread your plan twice, to avoid any mistakes.*

Your business plan can then be used to populate the Pitch Kit will provide you with the structure and output to:

- *Communicate your business idea*
- *Quantify your opportunity with financials and metrics*
- *Maximize your success*