

Business Plan & Strategy

#SheMeansBusiness

A Business Plan is a tool for developing your business strategy and an internal roadmap to achieve your business goals.

Components



Executive Summary

What are your business goals and targets?



Suppliers

Research and select suppliers with the best prices and quality suited to your budget.



Target Market

Who do you want to sell to?



Marketing Plan

How will you promote and sell your products/services?



Competitors

Identify and evaluate your main competitors.



Operations

Describe what you need and how you will run your business.



Humans Resources

List of staff needed to run your business.



Financial Projections

Draft a profit & loss and cash flow budget needed to run your business.