

Startup *Business* Plan

A publication of the
Business Support Center



THE
SHELBY COUNTY
C H A M B E R




-  1301 County Services Drive, Pelham, AL 35124
-  (205) 663-4542
-  <https://www.shelbychamber.org/>

Table *of* Contents



I. <u>Executive Summary</u>	3
II. <u>Business Description</u>	4
III. <u>Market Analysis</u>	5
IV. <u>Marketing Plan</u>	6
V. <u>Product List</u>	7
VI. <u>Industry Background</u>	8
VII. <u>Competitor Analysis</u>	9
VIII. <u>Organization and Leadership</u>	10
IX. <u>Financial Plan</u>	11
X. <u>The Future</u>	16

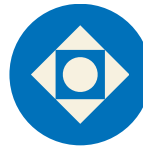
Executive Summary

Use this page to give a brief, concise narrative of the major information about your business. While this section comes first, it should be completed AFTER the plan is finished.



MISSION

A short statement that defines the organization's business, its objectives, and how it will reach these objectives.



VISION

A short statement that details where the organization aspires to go.

Business Description

What is the main problem you are solving or the opportunity you are providing?

Market Analysis

Highlight your target market and how you know they are willing to pay for your product.

Marketing Plan

Outline how you are going to deliver value and win customers.

Industry/Competition

Explain the industry in which you are operating, including major competitors, and the advantage you bring to the market.

Leadership

Outline briefly the members of management, their background, experience and strengths, past achievements, and what they have done to make the company successful.

The Financial Status

Highlight the financial status of the company. Include prior investments, current sales, and expected needs and outcomes.

Future Plans

If successful, where do you see the business going?

Business *Description*

Explain your product or service and the main customer pain points that you're alleviating or the pleasure you're providing.



Delineate the market opportunity

In this section, explain in detail what problem you are solving or the opportunity you are seizing. Make sure to explain who is affected and how your offer can benefit your ideal customer. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? How is it new or different from other businesses in the field? What is the business's opportunities for growth and expansion?

Market *Analysis*

Explain who your customer is and what problem you are solving or how you can capitalize on a new opportunity to help them.

Who is your customer?

It's not enough to provide a solution to a problem. You must also demonstrate that customers are willing to pay for your solution. Delineate who is likely to be a customer in a way that is easy to determine if a prospect fits into the target market. You should also demonstrate the size of the marketing willing to pay for your offering. Be sure to explain how you determined this estimate. Do you have existing sales demonstrating need (and willingness to pay)? What other traction can you show that there is a viable market group?

User Persona

User personas are a great way to humanize your target market. A user persona is a fictional profile of a person who represents one of your key target audience groups, based on characteristics of your ideal customer. The more detailed the persona, the clearer the picture of who your target audience is. This should be done for each customer group.



Goals

- What are the major goals for the customer when buying?

Challenges

- What are some of the major problems that this customer seeks to solve?

Give your ideal customer a name:

- Age
- Gender
- Job
- Location

One sentence summary of this customer's motivate related to your industry.

Likes

- What interests this customer?
- How do they spend their free time?
- What are their passions?

Dislikes

- What would be a turn off for this customer?
- What does this customer seek to avoid?

Personality

- How would you describe this customer's personality traits?

Products They Enjoy

- What are some other products this customer is likely to use?
- What media does this customer pay attention to?

Marketing *Plan*

This section should highlight how you are going to communicate the value you provide for your target customer.

Communicating with your Target Market

In this section, demonstrate your specific marketing and sales targets and how you plan to achieve them. How will you create an offering that delivers value to the marketplace? What message will you use to convey value? How will you relay the message to your target market? How and where will you sell your product or service? How are you going to price your product?

The 4Ps of Marketing

The 4 P's represent major business tools for providing value to the target audience. It's important to fully understand how you will use each item and how they inter-relate.

Product Brand, features, packaging	Price Discounts, bundles, credit terms
Common questions: <ul style="list-style-type: none">• What needs does this product fulfill?• What frustrations does it address?• What makes it compelling to customers that they will want to have it?	Common questions: <ul style="list-style-type: none">• What is the value of the product or service to customers?• How can you price to reflect this value?• How will this price compare with competitors?
Promotion Print & broadcast ads, social media, email, search	Place Physical stores, website, online marketplace
Common questions: <ul style="list-style-type: none">• How you will get the word out about your product or service?• What promotional approaches are most familiar to your audience?• What resources are available to you?	Common questions: <ul style="list-style-type: none">• Will it be in a physical store or online?• How will your target audience interact with these outlets?• What will be the distribution channels?

Product/Service *List*

Go into more depth on your offerings

1

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

2

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

3

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$ 00.00

4

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

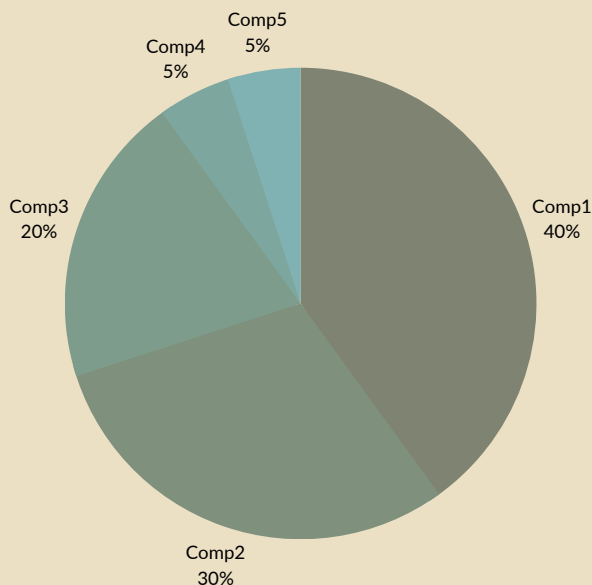
\$ 00.00

Industry *Background*

This section provides information about the specific industry that the business operates in. This section should include information about the size of the industry, the major competitors, and industry trends.



This section will describe the market dynamics, trends, and competitive landscape. What industry space are you operating in? Include relevant statistics, such as market size, growth rate, and significant industry developments. What are the current and emerging trends, factors, and forces shaping the industry? Highlight what you are doing that differs from the prime competitors.



Mark breakdown

Evaluate the competitive environment by identifying major competitors and analyzing their strengths, weaknesses, market share, and competitive strategies. Highlight any unique differentiators or advantages your business has over competitors.

Competitor *Analysis*

Examine your close competitors and determine how they are serving customers' needs compared to how you plan to serve needs.

Competitor #1

Duplicate the SWOT table as you evaluate other competitors.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• What does your competition do well?• What are they known for?• What attracts customers to them?• Why do customers ultimately end up purchasing from your competitors?	<ul style="list-style-type: none">• What do your competitors' customers regularly complain about?• What problems have you experienced when you "shopped" with them?• What products or services should they offer but don't?	<ul style="list-style-type: none">• Are your competitors doing anything that presents an opportunity for your small business?• Have any changes in the market given you an advantage over this business?	<ul style="list-style-type: none">• Is your competition doing anything that presents a threat to your business?• Are they offering new products or services?• Have any changes in the market helped these businesses?



Competitive Advantage

What is your advantage over the competition? Why would your target market change from their current solution and choose to buy from your company? Describe the technology, "secret sauce", or magic behind your product.

The Organization

Describe the qualifications of your leadership team and how the business will be structured for success. Describe the key members of your management team, board of directors, and board of advisors as well as your major investors. It's okay if you have less than a perfect team.

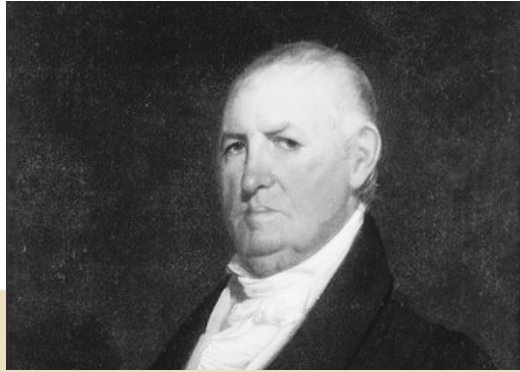


NAME

Chief Executive Officer

Job Description

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact.



NAME

Chief Financial Officer

Job Description

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact.



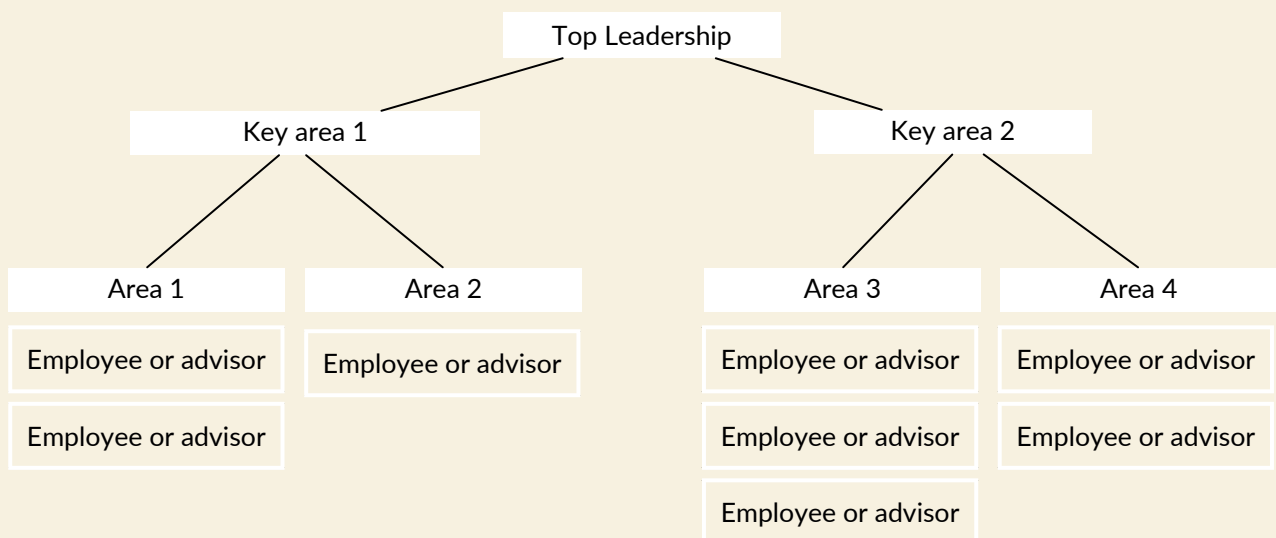
NAME

Chief Operations Officer

Job Description

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact.

Map of the Organization



Financial Plan

This section should provide **projected** financial data to map how to obtain your goals based on **actual historical** financial data. Provide a three-year forecast containing not only dollars but metrics such as the number of customers and conversion rate.

Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	Value	Percentage
Research and Development	\$	% of total budget
Marketing and Advertising	\$	% of total budget
Daily Operations	\$	% of total budget
TOTAL	\$	100%

Financial Outlook

You will also provide a projection of the business's financial performance within a time frame. Investors will want to know when they will receive a return on their investment.

US\$ B	Last Year (actual)	Current Year (projected)	1 Future Year (Projected)	YOY change (Last year to this year)
Revenue	\$	\$	\$	%
Expenses	\$	\$	\$	%
Profit	\$	\$	\$	%

Operating *Budget*

An operating budget is a detailed projection of expected revenue and expenses over the next 12 months.

US\$ B	January 20XX	February 20XX	March 20XX	April 20XX	...	December 20XX	Annual 20XX
Net Sales							
Other Revenue							
Total Revenue (A)							
Variable costs							
Fixed costs							
Other expenses							
Expenses							
Total Expenses (B)							
Net Profit (A-B)							

Balance Sheet

A balance sheet reports a business's assets, liabilities, and equity at a specific time. A balance sheet has two main sections: assets on one side and liabilities and equity on the other side. The balance sheet formats require the two sides must balance out, meaning they should be equal.

Company
Balance Sheet
December 31, 20XX

ASSETS		LIABILITIES	
Current Assets		Current Liabilities	
Cash		Accounts Payable	
Accounts Receivables		Long-term Liabilities	
Inventory		Notes Payable	
Other Assets		Bond payable	
Investments		Total Liabilities	
Land		STOCKHOLDERS' EQUITY	
Equipment			
Total Assets		Total Liabilities and Stockholders' Equity	

Income Statement

An income statement, or a profit and loss statement, lists a business's revenues, expenses, and overall profit or loss for a specific period.

Company Income Statement Year Ending December 31, 20XX		
Sales		\$
Cost of Goods Sold		\$
Gross Profit		<hr/> \$
Operating Expenses		<hr/>
Selling expenses		
Advertising expense	\$	
Commissions expense	\$	\$
Administrative expenses		
Office supplies expense	\$	
Office equipment expense	\$	\$
Total operating expenses		<hr/> \$
Operating Income		<hr/> \$
Non-operating or other		<hr/> \$
Net Income		<hr/> <hr/> \$

Cash Flow Statement

A cash flow statement documents all company income and debt over a specific period. It reflects the short-term viability of a company by indicating whether it has enough cash to pay its employees and debts. If it does, the company has a “positive” cash flow.

Company Year Ending December 31, 20XX	
Cash from Operating Activities	
Net Income	\$
Depreciation	\$
Change in Current Assets and Liabilities	(\$)
Net Cash from Operating Activities	\$
Cash from Investing Activities	
Fixed Asset Purchase	(\$)
Net Cash from Investing Activities	(\$)
Cash from Financing Activities	
Bank Loan Payment	(\$)
Net Cash from Financing Activities	(\$)
Net Change in Cash	\$
Beginning Cash Balance	\$
Ending Cash Balance	\$

Future Plans & Milestones

Clearly outline what the future will bring. Explain the current status of your product, what the next version looks like, and how you will use the money you are trying to raise. Ensure that the details align with and support these plans.



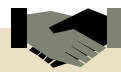
Year 1

A goal that you expect to accomplish to be successful



Year 5

A goal that would show that this business will be successful in the long-term



Year 10

A goal that will position your business for additional growth



Year 20

What is the end goal 20 years out?






Striving For Excellence

In this final section, map out your plans for the business. Dream big! These plans could include expansion projects, new product offerings, and vital partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.

Contact us for
further inquiries



THE
SHELBY COUNTY
C H A M B E R

-  1301 County Services Drive, Pelham, AL 35124
-  (205) 663-4542
-  <https://www.shelbychamber.org>

Small campus. Big business.

Visit montevallo.edu/mba-modality to see why
You Belong at Montevallo.



A Montevallo MBA offers:

- **Flexible** online or in-person classes
- **Affordable** tuition
- **AACSB** accreditation
- **Tailored** success plan designed by a personal advisor

