

# Business Plan Outline PDF

[Company Logo]  
(if applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]  
[Title]  
[Company Name]  
[Address 1]  
[Address 2]  
[City, State Zip]  
Tel: [ ]  
Fax: [ ]  
Email: [ ]  
Website: [ ]

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## Unlock Your Business's Potential with Our Business Plan Outline PDF Download!

Do you need help writing a business plan?

If so, you made a great decision to download our Business Plan Outline PDF! This comprehensive outline will help you organize your thoughts and ensure that your business plan is complete and properly structured.

Our outline includes all the essential sections your business plan must include. We also include the key questions you must answer in each section.

Our outline is based on Growthink's 25 year history, during which we've written business plans for thousands of companies, and our business plan template which has helped over 500,000 entrepreneurs and business owners create compelling business plans that have allowed them to raise funding and grow thriving companies.

With our "Business Plan Outline PDF" you can start writing your business plan today!

Importantly, in addition to this free business plan template PDF, please consider the **paid version of Growthink's Ultimate Business Plan Template** at <https://businessplantemplate.growthink.com/> That version includes an automated financial model among other things that will save you countless hours and allow you to create a professional business plan that will impress lenders and investors and position your company for long-term success.

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growthink's Ultimate Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growthink's Ultimate Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Among many other features, it includes professional covers and layouts.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growthink's Ultimate Business Plan Template, please go to <https://businessplantemplate.growthink.com/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

## **III. Industry Analysis**

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### ***Market Need***

- *What customer need are you fulfilling?*

### ***Market Fundamentals***

#### **Market/Industry Overview**

- *In what market(s) do you compete?*

#### **Market/Industry Trends**

- *What are the key market trend(s) and how does that effect you?*

#### **Relevant Market Size**

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Unique Qualifications***

- *What qualifications make your business uniquely qualified to succeed)?*

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*



## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

## **VI. Marketing Plan**

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### ***Products and Services***

- *What are your products and/or services?*

### ***Branding and Promotions Plan***

- *What is your desired brand positioning? How do you plan to promote your company's products and/or services?*

### ***Distribution Plan***

- *How will you sell your products and/or services to customers? Directly? Through partners/distributors? Etc.*

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Board Members***

- *Do you have a Board? If so, who is it comprised of?*

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

### **Key Assumptions**

- *What key assumptions govern your financial projections?*

### **Financial Projections**

- *What are your topline 5-year financial projections?*

***Go to <https://businessplantemplate.growthink.com/> for the paid template that automatically generates your 5-year financial projections***

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Exit Strategy (or Repayment Strategy)***

- *How will equity investors be paid? How will debt investors be paid?*

## **X. Appendix**

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*The Appendix is used to support the rest of the business plan.*

*Include the following (if applicable) in the Appendix:*

- *Projected Income Statements, Balance Sheets and Cash Flow Statements*
- *Technology: Technical drawings, patent information, etc.*
- *Product/Service Details*
- *Partnership and/or Customer Letters*
- *Expanded Competitor Reviews*
- *Customer Lists*

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Business Plan Template."



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