

**FREE VERSION OF GROWTHINK'S
ULTIMATE COOKIE BUSINESS PLAN
TEMPLATE**

[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: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growththink's Ultimate Cookie 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 Growththink's Ultimate Cookie 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.

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 Growththink's Ultimate Cookie 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 Growththink's Ultimate Cookie Business Plan Template, please go to <https://businessplantemplate.growthink.com/cookie/>

I. Executive Summary

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?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

[Company Name], located at [insert location here] is a new, upscale cookie shop focusing on providing organic, healthy and/or premium cookies.

Products and Services

[Company Name] will sell several cookie varieties. Our initial cookie types will include:

- Snickerdoodles
- Chocolate Chip
- Oatmeal Raisin
- Gingersnaps
- Shortbread
- Peanut Butter
- Whoopie Pies
- Sugar
- Molasses
- Kiss
- Snowball
- Drop
- Thumbprint

We will sell individual cookies and cookies by the box. In addition to cookies [Company Name] will serve a variety of coffees and teas.

II. Company Overview

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?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

[Company Name], located at [insert location here] is a new, upscale cookie shop focusing on providing organic, healthy and/or premium cookies.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the cookie shop business for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] frequented a cookie shop that enjoyed tremendous success. After several discussions with the owner of the cookie shop, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the customer demographics and competitive situations in the Fort Lauderdale location and in his hometown were so similar that he knew it would work. Furthermore, after surveying the local population, this theory was proven.

III. Industry Analysis

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)?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Retail Bakeries Industry in the U.S." by Supplier Relations US, LLC, the retail bakery industry's annual revenue is approximately \$3.6 billion, with an estimated gross profit of 25.52%.

According to a recent report by Modern Baking, the median annual sales of retail cookie shop stores surveyed were \$333,000 while the median store sizes was 2,120 sq. ft, and the average cookie shop sale per customer was \$12.51.

IV. Customer Analysis

Customer Needs

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

Target Customer Profile

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

Sample from Growthink's Ultimate Cookie Business Plan Template:

[Company Name] will serve the residents of [company location] and the immediately surrounding areas as well as those who work in [company location].

The area we serve is affluent and has an affinity for desserts and cookies like we will offer.

The precise demographics of the town in which our location resides is as follows:

V. Competitive Analysis

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)?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

The following retailers are located within a 2-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

Joe's Supermarket

Joe's Supermarket is the town's leading grocery store and has been in business for 32 years. Joe's offers a wide array of all the products that you typically find in a grocery store.

Joe's also has an in-house bakery. However, less than 10% of the products served in their bakery are made with organic ingredients and they offer very few cookie options.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

The [Company Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a wide variety of organic, high-quality cookies
- Offering a convenient location that offers both eat-in or take-out options.
- Providing excellent customer service

Promotions Strategy

[Company Name] expects its target market to be individuals working and/or living within a 5-mile radius of its facility. The Company's promotions strategy to reach these individuals includes:

Direct Mail: [Company Name] will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the store.

Public Relations: We will contact all local and area newspapers and television stations to tell them about the opening and unique value proposition of [Company Name].

Advertising: [Company Name] will initially advertise in local newspapers and sponsor community events in order to gain awareness.

VII. Operations Plan

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?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing supplies.
- Hiring and training staff

Kitchen Functions

- Cookie preparation
- Ongoing menu creation and modification

Store/Retail Functions

- Order taking and fulfillment (for take-out and dine-in)
- Customer service
- Janitor/maintenance personnel to keep the store clean.

VIII. Management Team

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?*

Sample from Growthink’s Ultimate Cookie Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been in the cookie shop business for 20 years.

While [Founder] has never run a cookie shop himself, he has taught baking classes at the local high school for 20 years.

[Founder] has also worked part-time at bake shops throughout the region over the past 10 years. Specifically, he has worked for Giana’s Cookie shop. He has also trained several others in the art of creating cookies, cakes, and pastries.

[Founder] graduated from the University of ABC where he majored in Communications.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

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

Go to <https://businessplantemplate.growthink.com/cookie/> 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?*

Sample from Growthink's Ultimate Cookie Business Plan Template:

[Company Name]'s revenues will come primarily from the sale of natural and organic cookies and coffee to its customers.

The major costs for the company will be cookie/coffee production costs and salaries of the staff. In the initial years, the company's marketing spend will be higher, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name] is seeking a total funding of \$138,150 to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Store design/build:** \$73,400
- **Working capital:** \$64,750 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive

Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Total Revenues	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Expenses & Costs					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$1,375,530	\$1,561,763	\$1,866,977	\$2,027,436	\$2,107,349
EBITDA	\$604,595	\$1,270,268	\$1,542,183	\$1,756,011	\$1,993,364
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
EBIT	\$231,835	\$897,508	\$1,169,423	\$1,383,251	\$1,620,604
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
PRETAX INCOME	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
NET INCOME	\$43,585	\$489,661	\$679,794	\$832,171	\$999,839
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

X. Appendix

Sample from Growthink's Ultimate Cookie Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

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 Growththink's Fully Customizable Cookie Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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