

**FREE VERSION OF GROWTHINK'S
ULTIMATE ECOMMERCE 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 Ecommerce 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 Ecommerce 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 Ecommerce 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 Ecommerce Business Plan Template, please go to <https://businessplantemplate.growththink.com/ecommerce/>

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 Ecommerce Business Plan Template:

[Company Name], headquartered at [insert location here] is a new, e-commerce business that focuses on selling products for domestic and international travelers. Our products will include magazines, guides, and books that travelers may want to read for entertainment in addition to sleep and other comfort products for them.

Products and Services

[Company Name] will offer a wide variety of books, magazine subscriptions or individual articles, and guides in downloadable format for use on E-readers, laptops, or smartphones. These products must fit the requirement of being of particular interest to travelers, whether they are related to travel, or are light reading that travelers are more comfortable with.

Services to sellers will include marketing, transaction processing services, and distribution through downloads from [Company Name]'s servers.

We will also retail products that help travelers enjoy their journeys more, from cutting-edge suitcases to small pillows for extra comfort.

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 Ecommerce Business Plan Template:

[Company Name] headquartered at [insert location here] is a new, internet retail store selling e-books for travelers. Our products will content provided by a variety of print and internet publishers, all with a focus on articles, magazines, guides, and books that travelers may want to read for entertainment and to save space that physical books would require.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the e-commerce business for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder's Name] proposed to his then-employer the concept of adding travel e-books to their product line of travel equipment. His employer passed on the idea. Soon thereafter [Founder's Name] left the company with the intention of launching his own e-commerce business.

It was apparent to [Founder's Name] that an unserved market need existed for the product. Furthermore, after surveying publishers of content, 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 Ecommerce Business Plan Template:

The following market size facts and statistics bode well for [Company Name].

According to an industry report, the US e-book industry is estimated at \$1.5 billion (not including e-readers and magazines). This translates to roughly \$1 billion for content providers and \$500 million for distributors. Major e-book sellers include Amazon, Ebooks.com, the Ebookstore from Sony, Ereader.com.

An industry report by Outsell explained the following:

The e-books market seems to have been poised for greatness for many years, although the time has never been quite right. The launches of two popular handheld devices in the past two years – the Sony Reader and the Amazon Kindle – as well as the availability of applications to read e-books on devices like the iPod Touch and the iPhone have thrust e-books back into the spotlight, re-igniting interest from consumers, business users, students, and publishers. While technology and content issues remain, e-books have now taken their rightful place as an important strategic building block in many publishers' digital strategies, and account for an estimated 2.9% of the US book market.

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 Ecommerce Business Plan Template:

[Company Name] will primarily serve American travelers interested in saving space in their luggage, finding the latest travel-related guides and literature, and/or eliminating the waste associated with printed books and magazines. The demographics of these customers are as follows:

- Roughly 25 million Americans travel overseas each summer according to AAA
- Average income of \$54,700
- 38.9% married
- 49.6% in Mgt./Professional occupations
- Median age: 34 years

We will primarily target the customer segment of "**Serial Travelers**". These individuals are defined as American travelers who travel more than four weeks out of the year or on at least 3 round-trip flights per year, this group considers traveling, whether for business or pleasure, a way of life and seeks out new ways to improve their travel experiences.

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 Ecommerce Business Plan Template:

The following e-book sellers are expected to be the key competitors for [Company Name] due to their current brand and resources:

Amazon.com

Amazon sells thousands of titles as e-books, and allows sales and downloads to its exclusive Amazon Kindle reader. The Amazon brand is well-known, and the Kindle received heavy press coverage upon its release.

Although [Company Name] expects that e-books will be increasingly sold via Amazon, its size and generalized brand do not permit specific targeting of a group like travelers. As the market for e-books grows, niche sellers will have an opportunity to take market share.

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 Ecommerce Business Plan Template:

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

The [Company Name] Brand

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

- Offering a wide variety of traveler-focused digital reading material for sale
- Making the experience of searching for books and magazines fun and easy
- Providing excellent customer service, with dedicated customer service representatives

Promotions Strategy

The Company's promotions strategy to reach the target market of serial travelers includes:

Public Relations

We will contact travel magazines, travel sections of newspapers, and television stations and send them a press release describing the opening and unique value proposition of [Company Name].

Search Engine Optimization

The Company will develop its website in such a manner as to direct as much traffic from search engines as possible. The original website designer will use knowledge of search engine optimization to orient the website's content towards this end and begin a program of link exchange to move up the search engine rankings (particularly Google). Ongoing search engine optimization of this type will be executed by an experienced SEO firm contracted on a monthly basis.

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 Ecommerce 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 suppliers of content and managing supplier relations
- Hiring and training staff

Website Functions

- Developing additional website features
- Site maintenance, updates, and bug-fixing
- Ongoing search engine optimization

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 Ecommerce Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been in the e-commerce business for 10 years. While [Founder] has never run an e-commerce portal himself, he was director of strategic development for an e-commerce site devoted to travel equipment previously. As such [Founder] has an in-depth knowledge of the e-commerce business as well as the needs of travelers, including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc).

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

The technology director, [Tech Director Name], has 15 years of web development management experience. He has experience managing web development projects for e-commerce at for squidoo.com, creating an e-commerce portal much like that of [Company Name]. He received an MBA in Business Information Systems from XYZ College.

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/ecommerce/H> 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 Ecommerce Business Plan Template:

[Company Name]'s revenues will come from the sale of e-books and emagazines.

The major costs for the company will be cost of goods sold (license fees and royalties to suppliers, internet connection fees, etc) and salaries of the staff. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name is seeking a total funding of \$430,000 to launch its business. The capital will be used for funding capital expenditures, manpower costs, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- Website design/build and startup business expenses: approximately \$120,000
- Working capital: approximately \$310,000 to pay for Marketing, salaries, and lease costs until [Company Name] reaches break-even

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 Ecommerce 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 Growthink's Fully Customizable Ecommerce 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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