

# Growththink's Business Plan Workbook

growththink

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**PLEASE READ THIS FIRST:**

**This workbook includes the questions you must answer in your business plan.**

Importantly, we strongly suggest you download [Growthink's Ultimate Business Plan Template](#).

Our 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 learn about and download Growthink's Ultimate Business Plan Template, please go to <https://businessplantemplate.growthink.com/>**

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# **I. Executive Summary**

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- *What does your business do?*

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- *What market need does your business solve?*

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- *What are 4-7 reasons why your business will be successful?*

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- *How much capital, if any, are you seeking for your business?*

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## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*

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- *When were you formed?*

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- *What is your legal entity form?*

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**Company Vision/Mission Statement**

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

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**Past Accomplishments**

- *What successes has your company already achieved?*

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### **III. Industry Analysis**

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#### ***Market Need***

- *What customer needs are you fulfilling?*

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#### ***Market Fundamentals***

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

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

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

- *What are the key market trend(s) and how do they affect you?*

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**Relevant Market Size**

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

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***Unique Qualifications***

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

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## **IV. Customer Analysis**

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### ***Customer Needs***

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

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

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

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## **V. Competitive Analysis**

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### ***Direct Competitors***

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

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### ***Indirect Competitors***

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

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### ***Competitive Advantage***

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

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## **VI. Marketing Plan**

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

- *What products and/or services do you offer?*

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

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

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### ***Distribution Plan***

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

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## **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?*

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### ***Business Milestones***

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

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## **VIII. Management Team**

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

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

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

- *Who do you still need to hire?*

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### ***Board Members***

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

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## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenue?*

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### ***Financial Highlights***

#### **Key Assumptions**

- *What key assumptions govern your financial projections?*

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#### **Financial Projections**

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

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

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

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

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## **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."



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

**Go To:**

<https://businessplantemplate.growthink.com/>