



**Version History**

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**Appendix**

Floor Plans, Blueprints, Brochures, Area Maps, Equipment Lists, Licenses, Standards

**1. INTRODUCTION**

**1.1 Executive Summary**

[INSERT HERE DESCRIPTION OF THE WHOLE BUSINESS PLAN. THIS SECTION IS USUALLY WRITTEN LAST AS IT ENCAPSULATES WHAT YOUR BUSINESS IS, THE PRODUCTS AND SERVICES THAT YOU INTEND TO OFFER AND THE REASON OR REASONS WHY THIS CHOSEN BUSINESS WILL BE SUCCESSFUL. REFER TO THE OTHER SECTIONS OF THIS PLAN IN ORDER TO FORMULATE A SUMMARY FOR YOUR PLAN WHICH INCLUDES ALL THE KEY STEPS AND MILESTONES FOR YOUR BUSINESS.]

**1.2 Overview of the Company**

[THIS SECTION AIMS TO DEFINE THE PARTICULARS OF YOUR BUSINESS. INSERT HERE WHAT YOUR GENERAL OFFERING WILL BE AND SUCH.]

**1.2.1 Mission Statement**

[PROVIDE A BRIEF DESCRIPTION OF WHAT YOUR COMPANY IS.]

* What is the nature or purpose of your business?
* What will you do or offer in particular?
* What are the principles that embody your company?

**1.2.2 Objectives**

[INSERT HERE WHAT YOUR COMPANY IS AIMING FOR. IT CAN BE IN TERMS OF NUMERICAL FIGURES SUCH AS SALES TARGETS, POSITIONING IN THE MARKET OR A SERVICE ORIENTED APPROACH AS LONG AS IT IS A MEASURABLE GOAL THAT WOULD MEAN A SPECIFIC MILESTONE TOWARD ACHIEVEMENT. PROVIDE THAT LIST HERE.]

**1.2.3 Values**

[INSERT HERE A LIST OF VALUES OR YOUR BUSINESS PHILOSOPHY AND WHAT IS IMPORTANT FOR YOU IN THE BUSINESS.]

**1.2.4 Target Market**

[INSERT HERE A BRIEF DESCRIPTION OF YOUR TARGET MARKET OR MARKETS. ALSO INCLUDED WOULD BE A FORECAST OF THE MARKET IN THE NEXT COMING YEARS INCLUDING THE SHORT AND LONG TERM CHANGES THAT COULD COME AND HOW YOUR COMPANY WOULD BE READY TO FACE THOSE CHALLENGES.]

**1.2.5 Year Plan**

[ALTERNATELY, IF THERE IS A 5 YEAR PLAN, YOU CAN INSERT A BRIEF DESCRIPTION OF YOUR PLAN AND THE KEY MEASURABLES SUCH AS SALES FORECAST AND GROWTH PER YEAR. PLEASE REFER TO TABLE BELOW FOR A SAMPLE]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product / Service** | **Sales Forecast** | | | | |
| **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| [PRODUCT 1] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 2] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 3] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 4] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 5] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| **TOTAL** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** | **[TOTAL AMOUNT]** |

**2. PRODUCT OFFERING**

**2.1 Product / Service Range**

[PROVIDE HERE A DETAILED LIST AND DESCRIPTION OF EACH PRODUCT OR SERVICE THAT YOUR COMPANY IS OFFERING. ADDITIONALLY, YOU CAN INDICATE TO WHICH DEMOGRAPHIC THESE PRODUCTS CATER. SEE TABLE BELOW FOR REFERENCE. ALSO, IF THERE ARE PRODUCT BROCHURES AVAILABLE, YOU CAN INCLUDE THEM IN THE APPENDIX AS ATTACHMENTS.]

|  |  |  |
| --- | --- | --- |
| **Product / Service** | **Description** | **Market** |
| [PRODUCT / SERVICE 1] | [DESCRIPTION] | [TARGET MARKET] |
| [PRODUCT / SERVICE 2] | [DESCRIPTION] | [TARGET MARKET] |
| [PRODUCT / SERVICE 3] | [DESCRIPTION] | [TARGET MARKET] |
| [PRODUCT / SERVICE 4] | [DESCRIPTION] | [TARGET MARKET] |

**2.2 Pricing Structure**

[DEFINE HERE HOW YOU INTEND TO POSITION YOUR PRODUCTS IN TERMS OF PRICING WHETHER IT BE FIXED OR BASED ON VOLUME ORDERING AND SUCH.]

**2.3 Advantages and Unique Selling Point**

[PROVIDE HERE A LIST OF ADVANTAGES YOUR PRODUCT OFFERS IN COMPARISON TO A KNOWN COMPETITION AND YOUR UNIQUE SELLING POINT FOR EACH PRODUCT OR YOUR COMPANY.]

|  |  |  |
| --- | --- | --- |
| **Product / Service** | **Advantage / Benefits** | **Unique Selling Point** |
| [PRODUCT 1] | [DESCRIPTION OF ADVANTAGE OR BENEFIT] | [UNIQUE SELLING POINT IF ANY] |
| [PRODUCT 2] | [DESCRIPTION OF ADVANTAGE OR BENEFIT] | [UNIQUE SELLING POINT IF ANY] |
| [PRODUCT 3] | [DESCRIPTION OF ADVANTAGE OR BENEFIT] | [UNIQUE SELLING POINT IF ANY] |
| [PRODUCT 4] | [DESCRIPTION OF ADVANTAGE OR BENEFIT] | [UNIQUE SELLING POINT IF ANY] |
| [PRODUCT 5] | [DESCRIPTION OF ADVANTAGE OR BENEFIT] | [UNIQUE SELLING POINT IF ANY] |

**3. ANALYSIS**

**3.1.1 Market Analysis**

[INSERT HERE DESCRIPTION OF RESEARCH DONE ON THE CURRENT MARKET. INCLUDE FACTORS SUCH AS SIZE, MARKET SHARE, DEMAND, ETC. SEE TABLE BELOW FOR REFERENCE.]

|  |  |
| --- | --- |
| **Market Factor** | **Description** |
| MARKET SIZE | [DESCRIPTION / NUMBER] |
| MARKET SHARE | [PERCENTAGE SHARE OF MARKET] |
| DEMAND | [DESCRIPTION OF DEMAND] |
| CHALLENGES | [DESCRIPTION] |
| [FACTOR] | [DESCRIPTION] |

**3.1.2 Product / Service Analysis**

[PROVIDE HERE A LIST OF YOUR PRODUCTS AND SERVICES. INCLUDE A DESCRIPTION OF THE BENEFITS THAT YOUR PRODUCT OR SERVICE WOULD BRING TO THE CUSTOMERS. AN EXAMPLE OF SUCH WOULD BE ANY OFFERING OF A WARRANTY OR AFTER SALES SERVICE.]

**3.1.3 Client Analysis**

[THIS SECTION PROVIDES DETAILS ABOUT YOUR TARGET CUSTOMER OR CUSTOMERS BASED ON THEIR DEMOGRAPHICS SUCH AS GENDER, AGE, SOCIAL STATUS, BUYING TENDENCIES, ETC. PROVIDE A LIST HERE FOR EACH AND A DESCRIPTION AS WELL.]

**3.1.4 Competitive Analysis**

[INSERT HERE RESULT OF RESEARCH DONE OVER THE COMPETITION. WHAT THEIR STRENGTHS AND WEAKNESSES ARE AND HOW YOUR COMPANY CAN TAKE ADVANTAGE OF SUCH WEAKNESSES. ALTERNATELY, YOU CAN PUT IN THE UNIQUE MARKET POSITION OR NICHE YOU HAVE FOUND AFTER SEEING THE OTHER COMPETITOR’S WEAKNESSES. SEE TABLE BELOW FOR REFERENCE]

|  |  |  |  |
| --- | --- | --- | --- |
| **Competitor Name** | **Strengths** | **Weaknesses** | **Advantage over Competition** |
| [COMPETITOR 1] | [DESCRIPTION OF STRENGTHS] | [DESCRIPTION OF WEAKNESS] | [YOUR COMPANY’S ADVANTAGE OVER THIS COMPETITOR] |
| [COMPETITOR 2] | [DESCRIPTION OF STRENGTHS] | [DESCRIPTION OF WEAKNESS] | [YOUR COMPANY’S ADVANTAGE OVER THIS COMPETITOR] |
| [COMPETITOR 3] | [DESCRIPTION OF STRENGTHS] | [DESCRIPTION OF WEAKNESS] | [YOUR COMPANY’S ADVANTAGE OVER THIS COMPETITOR] |
| [COMPETITOR 4] | [DESCRIPTION OF STRENGTHS] | [DESCRIPTION OF WEAKNESS] | [YOUR COMPANY’S ADVANTAGE OVER THIS COMPETITOR] |
| [COMPETITOR 5] | [DESCRIPTION OF STRENGTHS] | [DESCRIPTION OF WEAKNESS] | [YOUR COMPANY’S ADVANTAGE OVER THIS COMPETITOR] |
| Unique Market:  [PROVIDE DESCRIPTION HERE OF POSSIBLE UNIQUE MARKET FOR YOUR BUSINESS.] | | | |

**3.2 Marketing Strategy**

**3.2.1 Promoting the Business**

[INSERT HERE HOW YOU INTEND TO MARKET THE BUSINESS AND THE METHODS INTENDED TO PROMOTE THE BUSINESS AS A WHOLE. THIS MAY INCLUDE PAID MEDIA ADVERTISING, TELEVISION, POSTERS, AND EVENTS, ETC. THIS WILL BE THE MARKETING MIX TO BE IMPLEMENTED FOR THIS BUSINESS PLAN. ALSO INCLUDE A TIMETABLE FOR EACH. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Marketing Activity** | **Description of Activity per Month** | | | |
| **Month 1** | **Month 2** | **Month 3** | |
| Television | [DESCRIPTION] | [DESCRIPTION] | | [DESCRIPTION] |
| Radio | [DESCRIPTION] | [DESCRIPTION] | | [DESCRIPTION] |
| Discounts | [DESCRIPTION] | [DESCRIPTION] | | [DESCRIPTION] |
| Big Sale | [DESCRIPTION] | [DESCRIPTION] | | [DESCRIPTION] |
| Trade Shows | [DESCRIPTION] | [DESCRIPTION] | | [DESCRIPTION] |
| Incentives | [DESCRIPTION] | [DESCRIPTION] | | [DESCRIPTION] |
| Opening Event | [DESCRIPTION] | - | | - |
| Product Launch | - | [DESCRIPTION] | | - |

**3.2.2 Strategic Location**

[PROVIDE HERE A DESCRIPTION OF THE INTENDED LOCATION FOR YOUR BUSINESS. INCLUDE PARTICULARS SUCH AS BUSINESSES NEARBY WHICH CAN BE POTENTIAL CUSTOMERS AND OTHER INSTITUTIONS. ALSO IMPORTANT IS IF IT IS ACCESSIBLE ENOUGH TO POTENTIAL CUSTOMERS AS WELL AS HAVING SUFFICIENT PARKING SPACE FOR CUSTOMERS.]

**3.2.3 Pricing**

[DESCRIBE HERE YOUR PRICING STRATEGY. IT CAN BE THAT OF HAVING THE LOWEST PRICE AMONG ALL OR A HIGHER PRICE BUT MORE VALUE FOR THEIR MONEY AND SUCH. PRICING SCHEMES MAY VARY DEPENDING ON HOW YOU INTEND TO HAVE YOUR BUSINESS WHILE KEEPING THE BOTTOM LINE WHICH IS MAKING YOUR BUSINESS PROFIT. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |
| --- | --- | --- |
| **Product** | **Pricing Strategy** | **Description** |
| [PRODUCT 1] | [STRATEGY] | [DESCRIPTION] |
| [PRODUCT 2] | [STRATEGY] | [DESCRIPTION] |
| [PRODUCT 3] | [STRATEGY] | [DESCRIPTION] |
| [PRODUCT 4] | [STRATEGY] | [DESCRIPTION] |
| [PRODUCT 5] | [STRATEGY] | [DESCRIPTION] |

**3.2.4 Distribution**

[INSERT HERE DESCRIPTION OF PLANS ON HOW YOU INTEND TO HAVE YOUR PRODUCT OR SERVICE SOLD. EXAMPLE TYPES CAN BE ONLINE, DIRECT, NETWORKING, WHOLESALE, RETAIL, ETC. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |  |
| --- | --- | --- | --- |
| **Product** | **Distribution Method** | **Timeline** | **Projected Sales** |
| [PRODUCT NAME] | [METHOD] | [TARGET DATE DURATION] | [AMOUNT] |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**3.2.5 Market Positioning**

[PROVIDE HERE HOW YOU INTEND TO POSITION YOUR COMPANY OR YOUR PRODUCT IN TERMS OF IMAGE AS EITHER BEING A COMPANY OF LUXURY / PREMIUM CHOICE OR THAT OF BEING A QUALITY BUT AFFORDABLE ONE AND SUCH OTHER TYPES. THIS IS PARTICULARLY IMPORTANT IN THE MAKING OF ADVERTISEMENTS, POSTERS, ETC AND THE OVERALL IMAGE OF YOUR BRAND OR COMPANY.]

**3.2.6 Costs**

[LIST DOWN HERE YOUR PROPOSED STARTUP BUDGET, OPERATIONAL BUDGET, AND OTHER COSTS SUCH AS MARKETING AND ADVERTISING. SEE SAMPLE TABLE BELOW.]

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Startup Cost** | **Maintenance** | **Marketing** |
| Month 1 | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| Month 2 | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| Month 3 | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| Month 4 | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| Month 5 | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| Month 6 | [AMOUNT] | [AMOUNT] | [AMOUNT] |

**3.3 Sales Forecast**

[INSERT HERE YOUR FORECAST FOR SALES PER INDIVIDUAL PRODUCT WHICH INCLUDE THE TARGET SALES FOR THE FIRST 6 MONTHS AND THE NEXT 3 YEARS. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product / Service | 6 months | Year 1 | Year 2 | Year 3 |
| [PRODUCT 1] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 2] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 3] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 4] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |
| [PRODUCT 5] | [AMOUNT] | [AMOUNT] | [AMOUNT] | [AMOUNT] |

**4. PLAN OF OPERATIONS**

**4.1 Organization**

**4.1.1 Management Team**

[INSERT HERE ORGANIZATIONAL CHART ALONG WITH THE DESCRIPTION FOR EACH KEY ROLE/POSITION. INCLUDED MUST BE A SHORT BIOGRAPHY AND BACKGROUND OF THE KEY MEMBERS ALONG WITH THEIR CORRESPONDING CREDENTIALS THAT WOULD MAKE THEM SUITABLE FOR SUCH A POSITION. THIS CAN BE FOR EXISTING AND FUTURE KEY PERSONNEL. IF THERE IS ALREADY A PERSON IN MIND FOR THE POSITION, A RESUME OR CV MUST BE ATTACHED AT THE APPENDIX PORTION OF THIS PLAN. SEE TABLE BELOW FOR REFERENCE.]

|  |  |  |  |
| --- | --- | --- | --- |
| **Role / Position** | **Person** | **Credentials** | **Employment History** |
| General Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Operations Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Shift Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Finance Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Security Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Production Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Maintenance Manager | [NAME] | [CREDENTIALS] | [WORK HISTORY] |
| Supervisor | [NAME] | [CREDENTIALS] | [WORK HISTORY] |

**4.1.2 Staff**

[INSERT HERE DESCRIPTION OF NUMBER OF STAFF NEEDED FOR THE STARTUP OF THE BUSINESS AND THE NUMBER NEEDED AS WELL IN MAINTAINING THE BUSINESS. ALSO CONTAINED MUST BE A BRIEF DESCRIPTION OF THEIR DUTIES AND RESPONSIBILITIES. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Position / Role** | **Duties and Responsibilities** | **Number Needed** | **Working Hours** | **Hourly Rate** |
| SECURITY PERSONNEL | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| UTILITY PERSONNEL | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| OFFICE PERSONNEL | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| PRODUCTION WORKERS | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| DELIVERY PERSONNEL | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| FRONT DESK | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| CUSTOMER SERVICE | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| SERVICE PERSONNEL | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |
| MAINTENANCE | [DESCRIPTION OF DUTIES] | [number] | [TIME DURATION] | [RATE] |

**4.1.3 Stakeholders**

[INSERT HERE A LIST OF THE OWNER/S AND ANY STAKEHOLDER/S OF THE COMPANY. THIS SECTION PARTICULARLY APPLIES FOR COMPANIES THAT HAVE A CORPORATE STRUCTURE OR THOSE NOT WHOLLY OWNED BY ANY SINGLE INDIVIDUAL. ALSO INCLUDE THEIR PARTICULARS SUCH AS HISTORY AND CREDENTIALS.]

**4.2 Operations**

**4.2.1 Requirements and Regulations**

[LIST HERE ANY REQUIREMENTS, REGULATIONS, AND CERTIFICATIONS NEEDED FOR THE BUSINESS TO START ITS OPERATIONS. LIST DOWN AS WELL THE CORRESPONDING AGENCY IN CHARGE OF APPROVING SUCH APPLICABLE LICENSES AND CERTIFICATIONS. THESE WILL ALL BE ATTACHED AS WELL IN THE APPENDIX. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |  |
| --- | --- | --- | --- |
| **License/Standards** | **Description** | **Governing Body** | **Issue Date** |
| ISO standards | [DESCRIPTION] | [APPROVING INSTITUTION OR AGENCY] | [DATE APPROVED OR ISSUED] |
| Environmental Compliance Standards | [DESCRIPTION] | [APPROVING INSTITUTION OR AGENCY] | [DATE APPROVED OR ISSUED] |
| Standard Business Permit | [DESCRIPTION] | [APPROVING INSTITUTION OR AGENCY] | [DATE APPROVED OR ISSUED] |
| Sanitary Permit | [DESCRIPTION] | [APPROVING INSTITUTION OR AGENCY] | [DATE APPROVED OR ISSUED] |
| Building Permit | [DESCRIPTION] | [APPROVING INSTITUTION OR AGENCY] | [DATE APPROVED OR ISSUED] |

**4.2.2 Facilities and Equipment**

[LIST HERE BUILDING/FACILITY AND EQUIPMENT REQUIRED FOR THE STARTUP. INCLUDE A DESCRIPTION OF EACH AND ANY PERTAINING INFORMATION SUCH AS EQUIPMENT NUMBER, RENTAL AGREEMENTS, AND OTHERS.]

**4.2.3 Operational Methods**

[PROVIDE HERE A DESCRIPTION OF EACH OF THE METHODS INTENDED TO BE USED DURING OPERATION OF THE BUSINESS SUCH AS QUALITY CONTROL AND CUSTOMER SERVICE.]

**4.2.4 Suppliers**

[INSERT HERE LIST OF INTENDED SUPPLIERS AND ANY TYPE OF ACCREDITATION NEEDED FOR ANY SUPPLIER. ALSO INCLUDED WOULD BE BRIEF DESCRIPTIONS FOR EACH AND SHORT SUPPLIER HISTORY. SEE SAMPLE TABLE BELOW FOR REFERENCE.]

|  |  |  |
| --- | --- | --- |
| **Supplier Name** | **Accreditation Needed** | **Status** |
| [NAME OF SUPPLIER] | [NAME OF CERTIFICATION NEEDED] | [APPROVED, ON GOING, NOT ACCREDITED] |
|  |  |  |
|  |  |  |
|  |  |  |

**4.2.5 Credit Management**

[INSERT HERE HOW YOU INTEND TO MANAGE YOUR ACCOUNTS SUCH AS CREDIT TRACKING AND DURATION GIVEN FOR EACH IF YOU INTEND TO GIVE CREDIT OPTIONS TO VALUED CLIENTS. THIS ALSO APPLIES TO PAYING YOUR SUPPLIERS. MANAGING FLOW OF CASH COMING IN AND OUT HELPS YOU BALANCE AND ALLOCATE YOUR FINANCES.]

**5. FINANCIAL STRATEGY**

**5.1 Total Startup Cost and Capital Expenditure**

[INSERT HERE THE CALCULATED TOTAL STARTUP COST FOR THE BUSINESS. CAPITAL EXPENDITURE RELATES TO ANY EQUIPMENT PURCHASED AS REQUIREMENT FOR STARTUP AND MAINTAINING OPERATIONS OF THE BUSINESS. EQUIPMENT COSTS ARE ALSO PROJECTED AS TOTAL LIFE COST AND ANY SALVAGE COST FOR SELLING AFTER DETERMINED YEARS OF OPERATION. FOR CAPITAL EXPENDITURE, RETURN OF INVESTMENT COST IS ALSO CALCULATED PER EACH MAJOR EQUIPMENT PURCHASED.]

**5.2 Funding**

[INSERT HERE STRATEGY TO GET FUNDING AND WHERE THE FUNDS FOR STARTUP AND OPERATIONAL COSTS WOULD COME FROM, SUCH AS BANKING LOANS OR FINANCIAL LOANS.]

**5.3 Forecast 1st Year Profit and Loss Statement**

[INSERT HERE ASSUMED 1 YEAR PROFIT AND LOSS STATEMENT FROM INFORMATION ON PROJECTED SALES IN ANOTHER SECTION OF THIS PLAN. SEE SAMPLE PROFIT AND LOSS STATEMENT FORM BELOW FOR REFERENCE]

|  |  |
| --- | --- |
| **COMPANY NAME**  [BUSINESS ADDRESS]  [CONTACT INFORMATION] | |
| **PROFIT AND LOSS STATEMENT**  [DURATION] | |
| **INCOME** | |
| [INCOME SOURCE 1] | [AMOUNT] |
| [INCOME SOURCE 2] | [AMOUNT] |
| [INCOME SOURCE 3] | [AMOUNT] |
| **INCOME TOTAL** | **TOTAL AMOUNT** |

|  |  |
| --- | --- |
| **EXPENSES** | |
| [EXPENSE ITEM 1] | [AMOUNT] |
| [EXPENSE ITEM 2] | [AMOUNT] |
| [EXPENSE ITEM 3] | [AMOUNT] |
| **TOTAL EXPENSES** | **TOTAL AMOUNT** |
| **PROFIT / LOSS** | **[TOTAL INCOME - TOTAL EXPENSES]** |

**5.4 Forecast Cash Flow Statement**

[INSERT HERE PROJECTED CASH FLOW FROM INFORMATION IN OTHER SECTIONS OF THIS PLAN. THE SECTION CREDIT MANAGEMENT WHICH TACKLES RECEIVABLES AND PAYABLES GREATLY CONTRIBUTE TO THIS SECTION AND ACTUALLY KEEPS YOUR BUSINESS AFLOAT. PROPER MANAGEMENT OF ACCOUNTS IS THE FINE LINE BETWEEN BEING LIQUID AND INSOLVENT. SEE SAMPLE TABLE BELOW FOR REFERENCE]

|  |  |
| --- | --- |
| **Cash Flow Statement** [COMPANY NAME]  [DURATION] | |
| **Cash Flow** | **Amount** |
| **Operations:**  [RECEIVABLES]  [ITEM]  **TOTAL CASH FROM OPERATIONS** | [AMOUNT]  [AMOUNT]  **[TOTAL AMOUNT]** |
| **Investments:**  [ITEM 1]  [ITEM 2]  **DEDUCTIBLE FROM INVESTMENTS** | [AMOUNT]  [AMOUNT]  **[TOTAL AMOUNT]** |
| **Financing:**  Notes | [AMOUNT] |
| **Cash Flow for [DURATION]** | **[TOTAL AMOUNT]** |

**5.5 Balance Sheet**

**5.5.1 Projected Balance Sheet**

[PROVIDE HERE THE PROJECTED STARTUP BALANCE SHEET UPON YOUR FIRST DAY OF OPENING. THIS WOULD SHOW ALL THE ASSETS (RESOURCES) AVAILABLE AND THE LIABILITIES OR DEDUCTIBLES WITH THE END RESULT BEING THE COMPANY’S EQUITY. SEE SAMPLE TABLE BELOW FOR REFERENCE]

|  |  |
| --- | --- |
| **Balance Sheet**  [DURATION] | |
|  | **Amount** |
| **Assets** | |
| **Current Assets** | |
| On-hand Cash | [AMOUNT] |
| Inventory | [AMOUNT] |
| **Equipment** | [AMOUNT] |
| **TOTAL ASSETS** | **[TOTAL AMOUNT]** |
| **Liabilities** | |
| Startup Costs | [AMOUNT] |
| Capex | [AMOUNT] |
| **TOTAL LIABILITIES** | **[TOTAL AMOUNT]** |
| **CURRENT PROFITS** | [AMOUNT] |
| **TOTAL EQUITY** | **[TOTAL AMOUNT]** |

**5.5.2 Monthly Forecast Balance Sheet**

[PROVIDE HERE PROJECTED MONTHLY BALANCE SHEET UP TO A YEAR. THIS CAN THEN BE COMPARED WITH THE STARTUP BALANCE SHEET TO SEE HOW MUCH IMPROVEMENT THERE IS PROJECTED FOR A BUSINESS HELPING SELL THE BUSINESS TO ANY FUTURE INVESTOR FOR THE COMPANY.]

**5.6 Break Even Analysis**

[INSERT HERE BREAKEVEN CALCULATION FOR THE BUSINESS. THIS VALUE IS THE PREDICTED SALES TARGET OR AMOUNT NEEDED IN ORDER FOR THE BUSINESS TO PROSPER.]

**Appendix**

[INSERT HERE ALL ACCOMPANYING DOCUMENTS NEEDED AND REFERENCED IN THE SECTIONS OF THIS PLAN. EXAMPLES OF SUCH ARE FLOOR PLANS OF THE FACILITIES INTENDED FOR THE BUSINESS, PRODUCT OR SERVICE BROCHURES, ALL EQUIPMENT LISTS, AND OTHER LICENSES AND PERMITS]