

# Business Plan template

BY

**Xanthi S**

Thank you for using our template. If you want to create a business plan that you need to submit somewhere, or for your own documentation then you can use the following template and fill in your own information.

## What is the name of your business?

[NAME]

## Personal information

1. Xanthi, 43 years old Business Administration
2. John, 35 years old

## What is your company going to be about?

What are you going to sell: ,

- .
- .
- .

Describe to whom you will sell your products or services,

- .
- .

and how,

- .
- .
- .

what is your target group,

- .
- .
- .

what methods are you going to use to sell your products/services

## **Where is the area/location of your business**

[Is it a brick and mortar company?

An online company?

Both?

Will you have offices to accept customers/hold meetings or is it going to be online-remote?]

## **Do you have previous experience in the sector you are going to start your business? How?**

## **Do you have a Marketing plan? How are you going to reach your target group?**

[Cold calling? Cold emailing? Social media promotion? Book meetings with potential customers? ]

## **Do you see any risks in your business idea?**

[Be honest. What are some potential risks and do you have a backup plan? ]

## **Why do you want to be an entrepreneur?**

[What is it that makes you start your own company?]

## Why should people buy from you? What is it that differentiates you from the rest?

What are your selling argument points?

- .
- .
- .

## Who is your typical customer? Can you describe them? What would they be looking for from you?

[Picture your prospect customer and describe him or her]

## Who is your current competition? Do you have any company examples?

[Name them here]

## SWOT ANALYSIS

This is a good way to identify your strengths and weaknesses towards competitors

S - STRENGTH

W - WEAKNESSES

O - OPPORTUNITY

T- THREATS

[If you are honest, making the above analysis will help you identify from an early stage what are your strengths, so this is where you should focus your promoting efforts at the beginning but also work on your weaknesses. Where do you see there is an opportunity? What are the threats you see in your business?]

I hope the above template will help you set the grounds for your future business. Now work hard and be successful!

Best Regards  
Xanthi S

