

BUSINESS PLAN

BUSINESS OVERVIEW

OUR VISION

OUR MISSION

THE SERVICE WE PROVIDE

MARKET ANALYSIS

WHO ARE WE TARGETING ?

WHAT PROBLEM ARE WE SOLVING ?

WHO ARE OUR COMPETITORS?

WHAT IS OUR COMPETITIVE ADVANTAGE?

BUSINESS PLAN

MARKETING & SALES PLAN

MARKETING CHANNELS

MARKETING MATERIALS

CUSTOMER INCENTIVES (DISCOUNTS, BONUSES, ETC)

STAFF REQUIREMENTS & TRAINING

KEY OBJECTIVES & SUCCESS METRICS

OBJECTIVES YOU WANT TO ACHIEVE WITH A MEASUREABLE TIMEFRAME

1.

2.

3.