

BUSINESS PLAN TEMPLATE

Company Name
Name & Title
Address
Contact Information

Table of Contents

1. Executive Summary
2. Strategy Plan
3. Operations Plan
4. Human Resource Plan
5. Business Environment
6. Marketing Plan
7. Risks
8. Conclusion

1. Executive Summary

(250 words summarizing your 3-5 year plan for the business based on where you are today, the opportunity you see for growth and how you plan to action and achieve the next level.)

2. Strategy Plan

(500 words on your strategy: Define the business and the product/services)

3. Operations Plan

(500 words on how you plan to operationalize the business strategy)

a. Stage of Development

- Industry Association Membership
- Suppliers
- Quality Control

b. Production Process

- Land and Equipment Requirements
- Inventory Control
- Time Frame for Production
- Contingency Plans

4. Human Resource Plan

(Outline the human capital resources that you need and types of talent, time allotment required, and organizational chart. Include: Management profiles, qualifications,

compensation, and other relevant data. Outline Advisors or Directors including main qualification and expected contribution and any additional Professional Services, Consulting outsourced or Human Resources Requirements still not fulfilled.)

5. Business Environment

(1000 words on the industry and economic climate in which you operate. What is the market niche that your company meets and why. Here are some examples of what you could include)

a. Industry Overview

- Consumer Trends
- Seasonal Factors

b. Position in the Industry

- Legal Constraints or opportunities
- Use of Technology or pace of advancement

6. Marketing Plan

(1000 words on how you plan to communicate your business. What is the message, audiences, etc)

- a. Target Markets
 - Demographics and segments
- b. Products and/or Services offered and how your position them
- c. Pricing Strategy
- d. Sales/Distribution Plan
 - Credit Terms & Guarantees
- e. Advertising and Promotions Plan
 - Public Relations
 - Collateral Marketing Material
- f. Competitive Analysis
 - SWOT of top competitors in your field

7. Risks

(500 words on the risks, and potential issues in business, marketing and operations)

8. Conclusion (include any supporting materials in the appendix)

(150 words)

For more information or to view sample business plans

<http://www.rbcroyalbank.com/RBC:S@r-2471A8YAHqA6R6U/sme/create-plan/business-plans.html>