

Business Plan

(Company Name)

Date

Business Address

Phone

Email

Website

Social Media Platforms

Owners and Ownership structure *(Structure: LLC, Inc., Sole Proprietor, etc. Also include ownership % if there is a split)*

For each owner, list:

- Work Experience
- Education

General business description and brief history *(short paragraph form)*

Name and Phone number of two Personal References

1. *Personal Reference 1*
2. *Personal Reference 2*

Core Values *(Reflects the character and culture of the business, owners and employees)*

1. *Core Value 1*
2. *Core Value 2*

Vision Statement *(Ultimate dream for the business, what does success look like?)*

Example: Hill Ranch will successfully support three generations of pork and chicken producers growing highest quality yet affordable sources of protein with a strong customer following.

Mission Statement *(What do you do and who is it for? Where, why and how do you do it?)*

Example: Hill Ranch is a family operation sustainably producing the highest quality pork and chicken to be distributed direct to consumer from the farm and farmers markets.

Objectives or Goals *(Specific measurable outcome for the business)*

Note: Use the SMART format for creating this section. Make your Objective/Goals: Specific, Measurable, Achievable, Relevant and Time-Bound. Often this section has some short term and long-term Objectives/Goals.

1. *Short Term Objective/Goal 1*
2. *Short Term Objective/Goal 2*

3. *Long Term Objective/Goal 1*
4. *Long Term Objective/Goal 2*

SWOT Analysis

Strengths (*Internal positive attributes. Example: Owner experience in the livestock industry*)

- 1
- 2
- 3

The business plans to build on strengths by:

- *Plan 1*
- *Plan 2*

Weaknesses (*Internal challenges. Example: Lack of product diversity*)

- 1
- 2
- 3

The business plans to resolve weaknesses by:

- *Plan 1*
- *Plan 2*

Opportunities (*External prospects. Example: Vertical integration partnership with neighbor*)

- 1
- 2
- 3

The business plans to capitalize on opportunities by:

- *Plan 1*
- *Plan 2*

Threats (*External risks. Example: Flooded market*)

- 1
- 2
- 3

The business plans to avoid threats by:

- *Plan 1*
- *Plan 2*

Marketing Plan *(this can be a paragraph, bullet points or a combination)*

- Describe Marketing Method *(Direct to consumer, wholesale, commodity buyer, etc.)*
- Product will be sold...
 - In what geographical areas?
 - To what target markets?
- Who are the competitors?
- What are the key marketplace risks *(may see a repeat from the SWOT above)?*
- What are the strategies used to mitigate risks?

Financial Plan

- Summary *(paragraph form)*

Attach:

- Balance Sheet *(Provide description of highlights here)*
- Income Statement *(Provide description of highlights here)*
- 12 month Cash Flow Budget *(Provide description of highlights here)*

Describe 5 year projection *(paragraph or bullet point form. Could also include a spreadsheet with numbers if available)*