

Business Planning Template -- Service

Business Plan	<i>Company Name</i>
Vision	<p>This section should articulate your hopes and dreams for the business. You can write a vision statement. For example:</p> <p>What are you building?</p> <p>What do you see this business becoming in x years?</p> <p>How do you plan to grow the business and to what degree? For example, will you hire employees, open up branch outlets, or take the business public?</p> <p>Do you eventually plan to sell the business for profit or to provide money for your retirement?</p>
Business Overview (or Mission)	<p>The business overview or mission should describe how you intend to achieve your vision. For example:</p> <p>What services will you provide?</p> <p>What is your target market—who will buy your services?</p> <p>How will your service offerings address the needs of customers, for example, what is your unique selling proposition?</p> <p>How will you provide your services? Will you offer your services online, through your home business, or at a business location?</p>
Pricing Strategy	<p>The pricing strategy section needs to demonstrate how your business will be profitable. Summarize your projected revenue and expenses:</p> <p>How much will you charge for your services?</p> <p>Briefly describe how your pricing will be competitive enough to attract customers but be high enough to generate a profit after subtracting expenses.</p> <p>Consider breakeven analysis and pricing strategies.</p>
Advertising and Promotion	<p>This section describes how you intend to get the word out to customers about your services. For example:</p> <p>What are the most efficient ways to market your services? For example, will you market them via a business website, email, social media, or newspapers?</p> <p>Will you use sales promotional methods such as pricing discounts for new customers?</p> <p>What marketing materials will be used—business cards, flyers, or brochures?</p> <p>What about referrals?</p>

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Objectives	<p>This section lists your objectives and metrics for success by time frame, as well as potential questions or challenges. For example:</p> <p>Capture 20% of the local market share by year end</p> <p>Gain five steady customers in the first six months of operation</p> <p>Earn a net income of \$50,000 for the first fiscal year</p> <p>List any obstacles or concerns, for example:</p> <p>Winter season or poor spring weather reduces demand for landscaping services.</p>
Action Plans	<p>Briefly describe the action items needed to achieve your objectives, using milestone dates. For example:</p> <p>By "date" a fully-equipped home office will be completed.</p> <p>By "date" business licenses and insurance acquired.</p> <p>By "date" purchase of delivery van negotiated with dealer.</p> <p>By "date" launch business website with description of services and price list.</p> <p>By "date" social media marketing plan in place and potential customers connected via Facebook and LinkedIn.</p> <p>By "date" subscribed to cloud-based accounting software and setup customer invoice templates.</p> <p>Describe possible solutions for any potential obstacles:</p> <p>If landscaping services cannot be delivered due to bad weather, look into providing other services such as snow clearing or tree pruning</p>