Business Plan

**Business Information**

* **Name of company :** (Insert Here)
* **Registered Address:** (Insert Here)

**Contact Information**

* **Full Name:** (Insert Here)
* **Position in Company:** (Insert Here)
* **Email Address:** (Insert Here)

| **Executive Summary**  *(Please provide an executive summary of the business with a detailed company description)* |
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| **Product and Services Being Offered**  *(Please provide as much detail as possible into the services or products you are providing)* |
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| **Market Analysis**  *( Please provide detailed information of your target market, geography and customers)* |
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| **Pricing Approach**  *(Please provide details into how you are you pricing your products or service)* |
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| **Competitors**  *Please provide details into who your competitors are and any key product differentiators or USPs (Unique Selling Products) worth mentioning* |
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| **Strategy & Implementation**  *Please provide details into what the overall company strategy is; what the key company objectives are; how you will implement this strategy and objectives* |
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| **Marketing Plans & Strategy**  *Please provide details into your marketing strategy, future marketing plans and target audiences. If you have a website please post it here.* |
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| **Organisation and management team**  *Please provide details into how the company is structured, the type of business, company directors and management team. If it is only one employee, state that and mention the position* |
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| **Share Holder(s)**  *Please provide details into the shareholder structure and % of ownership* |
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| **Capital Requirements and Financials Projections**  *Please provide details into your past, current and future financials:*  *Will you require any capital investment? If so please explain your approach to gather said investment. If not, please explain how the business is being financed and any future plans worth mentioning.*  *Please also provide details into what the financial projections are* |
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**Your Name:**

**Date:**

**Your Signature:**