



CONSULTING

CONSULTING@BETWEENFRIENDSCOFFEE.COM

Business Plan Template

You'll use your business plan like a GPS to guide you through every stage of starting and growing your business. You can also use your business plan to attract new investors and to convince others that working with you is a wise decision.

Cover Page

- Your Logo
- Tagline (or brief description)
- Date

Company Information

- Legal Company Name (as registered with your state)
- Company Address (as registered with your state)
- Type of Legal Business Formation
- Date of Formation:
- Registered Agent Name:
- Business Certification/Licensing/Grant Opportunities

Company Summary

- Branding Description
- Description of Business Location/Platform
- Community Impact

Executive Summary

- Description of Current Business Operations (process of opening, already open, etc.)
- History/Background of Company

Mission Statement

Business Description

- Long Branding Description
- Company Short-term Goals

Business Profitability

- Description of current business financial sources
- Description of ideal business outcome

Hours of Operation

Business Experience

- Description of combined experience within the industry

Projected Market

- Description of prospective customer’s occupations, habits, hobbies, etc. that are relevant to your business or business’s location

Target Market

- Description of your ideal customer’s occupations, habits, hobbies, etc. that are relevant to your business or business’s location

Local Market Needs

- Description of your target and prospective markets’ needs that you aim to fulfill

Local Market Solution

- Description of how you will fulfill your target and prospective markets’ needs

Product Pricing Strategy

- Description of how you will price your items

Products and Services

- Description of the products/services you offer
- Description of the prospective products/services you will offer
- Description of how you’ll deliver your products/services to customers

Advertisement and Marketing

- Description of how you will market your product, company, and/or services

Market Competition

- Description of your closest competitors

Location and Building Development

- Description of your location

Business Management

- Breakdown of company leadership and each individual's experience/credentials

Business Assets and Resources

- Description of what assets and resources each member of your company's leadership/supply chains brings to the company

Business Goals/Desired Timeline

- Projected timeline for business opening or business rebranding

Business Needs

- Description of the remaining needs of your company, product, or service.

Current Personnel Needs

- Description of employee/staffing needs and requirements

Projected Personnel Needs

- Description of projected future employee/staffing needs and requirements

Required Personnel Skills

- Description of minimum employment requirements for each position

Personnel Wages

- Description of employee wages

Personnel Benefits

- Description of employee benefits

Team Member Job Description

- Description of each needed employee position

Financial Projection

**See Financial Projection Worksheet



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