

*A business plan template   
for small businesses*

A good business plan helps businesses of all sizes make more informed decisions and ensure they are on track to achieving their goals at every stage.

This template should be a good fit for most small businesses but you can customize it by adding or removing sections, according to your business’s needs.

It is brought to you by [Melio](https://meliopayments.com/?utm_source=website&utm_medium=blog&utm_campaign=business_plan_template_doc), a business payments platform built specifically for the needs of small businesses. Melio allows you to manage accounts payable and receivable (AP and AR) online, with free ACH transfers and no monthly fees.

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***\*\*\*To use this template, simply delete this page and replace all the text that appears in brackets with your own. For example: [Insert your text here].***

[Your business’s name]

Business Plan

*[Month, Year]*

[Company name]

[Street address]

[City, state, ZIP code]

[Business phone number]

[Company website]

[General email address for the business, i.e. [info@yourbusiness.com](mailto:info@yourbusiness.com)]

# Executive Summary

[Only write this after you’ve finished all other sections - it’ll be much easier this way!]

## Company Overview

[one or two sentences describing the main idea behind your business.]

## Main Goals

[A few sentences explaining what your company plans to achieve in a year, three years, or five years.]

## Products and Services

[A short description of your offering and the problems they solve for your target market.]

## Target Market

[Describe your potential customers and why you think they will require your product or service.]

## Financial Overview

[Especially crucial if you’re requesting funding.

* How much money do you need?
* How do you plan to use it?
* Why is it important for the success of your business?
* What’s your current financial situation?
* What’s a realistic timeline for repayment?]

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# About [Your Company]

## Mission Statement

[A short one or two-sentence explanation of why you started the company and what it aims to do better than its competitors.]

## What [Your Company] Does

**[**Name your industry and the main needs your company meets.]

## Products and Services

[A detailed list of your company’s offerings and short descriptions of each, if needed.]

## Team

[Answer the following questions:

* How many employees do you currently have (divided by department, if applicable)?
* Do you plan to hire any new employees in the near future?
* If yes, how many people do you need?
* How will they help your company achieve its goals?]

## Key team members

[Names and titles of major stakeholders in the company, such as owner, CEO, partner, manager, bookkeeper, head of sales, etc. Consider including contact details and a short description of their roles, responsibilities, and relevant experience.]

## Legal Structure

[State whether your company is a sole proprietorship, a partnership, an LLC, or a corporation.]

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# Market Analysis

## Target market

[Answer the following questions:

* Who are your potential or ideal customers?
* Where are they located?
* What do they need?
* What problems are they facing?
* How do you plan to solve them?]

## Market Research

[Answer the following questions:

* What products or services are already available to your target market in the relevant geographical area?
* Who are your main competitors?
* What are their strengths and weaknesses?
* Are there market shares they are neglecting?
* How do you plan to distinguish yourself and compete in the current market?
* What can you offer that your competitors can or will not?]

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# Financial Analysis

[Answer the following questions:

* How much money do you need to get your business up and running?
* What are your needs in terms of machinery, commercial space, equipment, vehicles, and employees?
* How much should your operations cost in a typical month, after the large initial expenses?
* How do you plan to finance your company until it breaks even?
* Do you have money saved for this purpose?
* Are you planning to apply for any grants?
* Are you planning to seek investments?
* Will you be taking out a business loan?
* If so, outline a realistic repayment plan that will allow your business to grow, while covering its debt.]

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# Business Strategy

[Outline your goals and how you plan to achieve them. Consider the following questions:

* How do you plan to attract and retain customers?
* How will you market your business?
* What milestones would indicate success for your business and why?
* What are your business's short and long-term goals?
* What are the benchmarks required to achieve them?]