

TEMPLATE FOR WRITING  
a BUSINESS  
PLAN



## How To Create A Business Plan

### Cover Page

Name, address, contact information and company logo

### Executive Summary

See the included executive summary template for details on creating one. Although it appears at the beginning of the business plan, most experts recommend drafting the executive summary after all other parts of the plan are written, and write it in an upbeat, proactive style.

### Table of Contents

Since business plans may be lengthy, include a table of contents.

Executive Summary ..... page x  
 Company Description ..... page a  
 Mission Statement ..... page b  
 Etc.

### Company Description

A company description sets forth a clear and comprehensive description of the business model and philosophy. Begin by including the mission statement and then include a paragraph or more on each of the following:

- 1 Business structure (partnership, corporation, LLC, etc.) and reputation
  - o *Notable events influencing success*
  - o *Important business strengths contributing to success*
  - o *Long-term goals*
  
- 2 The major players in the business, with a specific succinct description of their roles and their importance to the success of the business:
  - o *CEO*
  - o *President*
  - o *Business officers*
  - o *Industry-recognized innovators*

- 3 Specific descriptions of the business's products and services
- 4 What sets the business apart from competitors, making it a viable enterprise
  - o A business model that illustrates how the company will be viable*
  - o An analysis of the strengths and weaknesses of competitors*
- 5 Day-to-day management of the business

## Market Position

Set forth a clear and comprehensive understanding of the industry and how the business operates within it.  
Discuss:

- 1 Target markets, including steps to identify and appeal to them
- 2 Pertinent Regulations
- 3 Competition within the industry (consider using a comparison spreadsheet such as that provided by SCORE)
- 4 Advantages the business possesses
- 5 Industry economics
  - o Total market size*
  - o Projected market share*
  - o Market demand and trends*

## Product or Service Descriptions

- 1 Describe products or services in detail
  - o Describe the offered benefits to consumers*
  - o Describe product or service features, those components of its design that makes it possible to offer those benefits*
- 2 Distinguish products from similar ones offered by competitors
- 3 Explain pricing strategies
- 4 Elaborate on products under development, from concepts to designs near completion

- 5 Highlight any patents, trademarks or copyrights held on products or services
- 6 Describe any notable post-sale services, from warranties to delivery services

## Marketing and Sales Practices

- 1 Advertising and marketing practices and plans
- 2 How you sell the product or service
- 3 Customer service practices
- 4 Plans for growth within the industry
- 5 Distribution practices
- 6 Location considerations

## Financials

Present information so that it demonstrates the viability of the business.

- 1 Positive cash flow analyses
- 2 Profit and loss projections
- 3 Projected costs and expenses
- 4 Profit statements
- 5 Projected losses
- 6 Cash flow statements, including possible investment opportunities of surplus cash flow
- 7 Customer credit practices
- 8 Future financial plans

## Balance Sheets

Balance sheets should indicate how a business will flourish in the future and provide a glimpse into year-end success. Include:

- 1 All equity
- 2 Assets
- 3 Liabilities

## Break-Even Analysis

The break-even analysis should demonstrate a business's viability. It should cover:

- 1 Direct costs to the business, both fixed and variable
  - o Cost of goods sold*
  - o Inventory costs*
  - o Raw material costs*
  - o Labor costs*
- 2 Indirect business costs
  - o Salaries*
  - o Advertising*
  - o Utilities*
  - o Taxes*
  - o Insurance*
  - o Maintenance*
- 3 Contingency plans

## The Appendix

Consider including appendices that give examples of:

- 1 Brochures
- 2 Marketing materials
- 3 Business studies
- 4 Advertisements
- 5 Market research
- 6 Publications

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<https://www.sba.gov/tools/business-plan/1>

<http://www.entrepreneur.com/article/231525>

<https://www.score.org/resources/business-plan-template-established-business>

Business plan infographic: <http://www.entrepreneur.com/article/231525>

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