

[Company Name]

Business Plan

[Project Name]

[Version Number]

2 Company Description

Provide a brief description of the company you have founded or want to found. Describe how it be organized, for example, will it be a sole proprietorship, partnership, or corporation? Expand on this by outlining your ambitions for the company. Upon reading this section, the reader should have a good idea of where you are and where you are going with your company.

2.1 Mission Statement

Include a brief mission statement, 30 words or less, explaining your guiding principles.

2.2 History

Describe the history of the company if it currently exists. Outline your current sales and products (if any) and how the company is organized, for example, sole proprietorship, partnership, or corporation? Include an Organization Chart if possible.

2.3 Markets and Products

Describe how your company will address market needs. Identify the products and services your company will sell, including target markets and customers. Keep these brief as you'll expand on these in the Marketing Plan.

2.4 Objectives

Describe your overall strategy and objectives. Remember that goals are destinations—where you want your business to go. Objectives are targets along the way to goal achievement. For example, a goal might be to have a successful company that is the number one leader in its field. Objectives might be specific sales targets.

Samples objectives:

- To increase turnover by 300% by June 2009
- To hold 20% of the market by December 2009
- To see a Return on Investment by June 2010

2.5 Current Situation

Describe the current situation with your company.

Sample text: