

BUSINESS PLAN

COMPANY NAME
BUSINESS PLAN

I. EXECUTIVE SUMMARY

Provide Executive Summary

A. MISSION STATEMENT

Provide Mission Statement

B. KEYS TO SUCCESS

- 1. Key one explanation
- 2. Key two explanation
- 3. Key three explanation
- 4. Key four explanation

C. FINANCIAL OVERVIEW

DESCRIPTION	2017	2018	2019
CASH			
SALES REVENUE			
FINANCIAL YEAR NET PROFIT			
OPERATING MARGIN			
OWNERS' EQUITY			
RETURN ON EQUITY			

II. COMPANY OVERVIEW

Provide Company Overview

III. PRODUCTS / SERVICES

Summarize Business Offerings / Output

IV. SALES / PRICING

Overview of Pricing Structure

A. SALES REVENUE

PRODUCTS / SERVICES	2017	2018	2019