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EXECUTIVE SUMMARY

What's the idea behind your business? This is your business plan in a nutshell. Why does your business exist?

KEY ACTIVITIES	Describe the key activities. What does your business actually do? What problems does it solve and how?
PROPOSITION	Describe shortly the key products/services of your business and your key target group. Who are your customers? What are their needs and why would they buy your products/services?
BUSINESS GOALS	What is the mission of your business? What is the vision of your business? What are the main goals of your business (and products)?
MARKETING PLAN	How are you marketing your business and products? Give an overview to the key activities and dates to of your marketing plan.
KEY TO SUCCESS	What makes your business unique? Why and how will your business succeed? Describe why the person reading this plan should pay attention to your business and especially finances.

BUSINESS DESCRIPTION

Give here a short, one sentence description of your business and its purpose.

What is your business, and what makes it successful? Describe your business and what is it still famous or selling propositions. Describe your "elevator pitch". Keep it short.

PROBLEMS I AM WE ARE SOLVING

Describe the needs or problems in the market your business and products solve and fulfill. Describe how your business fulfills these needs and solves these problems. What are your products and services?

Describe shortly who your customers are and what they need, and how your business fulfills their needs.

GUIDING PRINCIPLES

Guiding principle #1 Describe shortly how this guiding principle shows in your business.	**Guiding principle #2** Describe shortly how this guiding principle shows in your business.
Guiding principle #3 Describe shortly how this guiding principle shows in your business.	**Guiding principle #4** Describe shortly how this guiding principle shows in your business.

BUSINESS GOALS

Give here a short description of what are the goals (mission and vision) of your business. Why does your business exist? What are the current and future goals of your business?

MISSION STATEMENT	VISION STATEMENT
We'll help my customers to solve problems so that they can do better	Our key vision is to create better Biz business for my target customer

What's the mission of your business?

Describe the values of your business.

Describe your business goals and what the business offers to its customers, and how it does it.

Keep the actual mission statement short, preferably one sentence long. In this section you can describe your vision for the future longer.

What's the future you imagine for your business?

Insert above the existing goal you are aiming at with your business and where you are expecting to reach the goal.

Keep the actual vision statement short, preferably one sentence long. In this section you can describe your vision for the future longer.

TARGET MARKET

Give here a short, one sentence description of who your main target groups are.

Who are your customers? Describe here in more detail who you are selling.

Remember to define if your business is B2C (business-to-customer) or B2B (business-to-business).

Define where your customers are located, what they do, their income and where they spend it.

Describe your typical customer and a typical customer journey. What sort of experiences your typical customer goes through in interaction with your business? How does your customer find your business and what happens next? Try to describe this in detail.

Describe how big your target market is, and if there's potential for growth. Does your business have global potential?

What other target groups are there for your business?

In the next page you can analyse and compare your main target groups.

TARGET GROUP ANALYSIS

Give here a short, one line introduction to your main target groups and who are the people in them.

Target group 1 name Who are these people, what they do and what they are interested in? Be careful with stereotyping, and try to find out what your actual clients/audience is and like.	**Target group 2 name** Who are these people, what they do and what they are interested in? Be careful with stereotyping, and try to find out what your actual clients/audience is and like.
Target group 3 name Who are these people, what they do and what they are interested in? Be careful with stereotyping, and try to find out what your actual clients/audience is and like.	**Target group 4 name** Who are these people, what they do and what they are interested in? Be careful with stereotyping, and try to find out what your actual clients/audience is and like.