



The Quick-n-Easy Extra-Simple Business Plan
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This is NOT an all-encompassing business plan. It's designed to cover the very basics about your business and its future. When you're ready to take your business planning to the next level, visit the [13-step business plan](#) or join us for [The Simple Plan workshop](#).

- Write the following:
 - Business Plan for
 - (Name of your business)
 - (This year eg: 2010)
- Write a [company mission statement](#).
- Write down the following:
 - o [3 Goals](#) for the current year
 - o 5 Goals for the next 5 years
 - o 10 Goals for the next 10 years
- Describe 3-5 of your products and services and their [pricing](#).
- Describe your local market. Describe the national market.
- Make a list of 5 of your [competitors](#) and describe the following:
 - o Their branding
 - o Their pricing
 - o Their location
 - o Their niche/specialty
- Define your target customer (your ideal customer / your target market).
- Define your [niche](#) (the special thing that makes your business different).
- Describe your branding and what it says about your niche.
- Identify the [pricing](#) of your products and/or services.
- Create a [sales plan](#).
- Discuss the operations of your business:
 - o Location
 - o Suppliers and/or Vendors
 - o Legal requirements of your profession
 - o Your employees and/or contractors
 - o Your professional advisors (accountants, lawyers, etc.)
- If you are a start-up, create a [start-up budget](#).
- If you have been in business for more than one year, discuss your finances for the last year:
 - o How much money did you earn?
 - o Were you profitable?
- Plan your cash flow for the next year:
 - o What are your sales expectations (from the Sales Plan above)?
 - o Make an [expense budget](#).