



CHEYENNE COUNTY CHAMBER

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Rental Assistance Program

Business Plan Example Workbook

A simple business plan for a product or service company that is just forming, can be completed rather quickly. Write it simply keeping in mind who the audience might be. It needs to be understandable, readable, and realistic.

This template is organized into 9 sub-plans or sections to be completed. It is recommended to complete the Executive Summary last once the other sections have been completed. As you move from the Company Overview to the Financial Plan, the writing should tell the story of your motivation, your vision, why you will be successful, how you will achieve success, and how you will measure it.

- 1.0 Business Plan Explained and Section Layout
- 2.0 Executive Summary / Company Summary
- 3.0 Company Overview
- 4.0 Product Description
- 5.0 Market Analysis
- 6.0 Operating Plan
- 7.0 Marketing / Sales Plan
- 8.0 Financial Plan/Start-Up Costs/Profit & Loss Worksheet
- 9.0 Rental Assistance Guidelines / Sample Rental Assistance Incentive Program Agreement
- 10.0 Blank
- 11.0 Blank
- 12.0 Blank

Additional Resources:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

<https://www.score.org/templates-resources/business-planning-financial-statements-template-gallery>

<https://cityofsidney.org/86/Economic-Development>

<http://www.cheyennecountychamber.com>

MARKET ANALYSIS

The Market Analysis provides the reader an understanding of how well you know your market and if it's big enough to support your business objectives. As you narrow this sector down to the ideal customer based on your business strategy, you will define your target market. A detailed description and sizing of the target market will help the reader understand the market value you are pursuing (the number of potential customers multiplied by the average revenue for your product or service).

In defining the target market, you will identify key elements such as geographic location, demographics, buyer characteristics, your target market's needs and how these needs are being met currently. If there are any direct competitors, these should be compared to how your offering will solve it in the future.

This section may also include a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis as necessary, to better assess your business' position against the competition.

- **SWOT Analysis:** You should include a SWOT analysis to assess your business in the current environment in terms of strengths and weaknesses (internal) and opportunities and threats (external). This is a good exercise to go through on an annual basis. After completing your analysis, provide your thoughts on: how your strengths can help you to maximize opportunities and minimize threats; how your weaknesses can slow your ability to capitalize on the opportunities; and how could your weaknesses expose you to threats?



STRENGTHS:

OPPORTUNITIES:

WEAKNESSES:

THREATS:

Understanding your WEAKNESS and THREATS are key to increasing your Business success.

OPERATING PLAN

The operating plan describes how your business works. It’s the logistics, technology, and basic blocking and tackling of your business.

Sourcing and Order Fulfillment: Describe if you are buying finished products or components from vendors and include details on how these are delivered and the contracts in place to acquire them.

Technology: If technology is critical to your business, whether it is part of the product offering or is fundamental to delivering a product or service.

Key Customers: Identify any customers that are important to the success of your business, whether because of a partnership, volume, or pathway to a new market

Key Employees and Organization: Describe any unique skills or experiences that are required of your current team including an organizational chart.

Facilities: Depending on the type of business, you may have leased, owned or shared business premises.

Sourcing:

Technology:

Customers:

Employees:

Facilities:

MARKETING AND SALES PLAN

Promoting your business, whether generating leads or traffic to a website or store, is one of the most important functions of any business.

Key Messages: Describe the key messages that will elevate your products or service in your target customers' eyes. What is your 10 second ELEVATOR talking point?

Marketing Activities: Which of the following promotion options provide your company the best chance of product recognition, qualified leads generated, store traffic, or appointments?

- Media advertising (newspaper, magazine, television, radio)
- Direct mail
- Telephone solicitation
- Seminars or business conferences
- Word of mouth or fixed signage

Sales Strategy: What will be your sales approach? Will there be full-time commissioned sales people, contract sales, or another approach?

KEY MESSAGE:

MARKETING ACTIVITIES:

SALES STRATEGY:

FINANCIAL PLAN

Creating a financial plan is where all of the business planning comes together. Up to this point you have identified the target market and target customers, along with pricing. These items along with your assumptions, will help you estimate your sales forecast. The other side of the business will be what expenses you expect to incur. This is important on an ongoing basis to see when you are profitable. It is also important as you start your business, to know what expenses you will need to fund before customer sales or the cash they generate is received.

At a minimum, this section should include your estimated Start-Up Costs and Projected Profit and Loss, along with a summary of the assumptions you are making with these projections. Assumptions should include initial and ongoing sales, along with the timing of these in flows.

Projected Start-Up Costs: The following is a sample of one-time cost items that you might need to open your business. Many businesses are paid on credit over time and don't have cash coming in immediately. It is important to estimate when cash will begin to flow into the company by making an assumption about how many months of recurring items, in addition to one-time expense, you will have to fund out of savings or an initial investment.

Projected Profit and Loss Model: The model shows a sample of the projections a small business is forecasting for their first 12 months of operations. The top portion of the table shows projected sales and gross profit. This is a good place to begin creating your sales forecast. The next section itemizes the recurring expenses you are projecting for the same months. These should be consistent with the estimated start-up costs you completed in the prior section. At the bottom of this model, you will begin to see when you are becoming profitable and what expense items are the most impactful to your profitability.

Excel worksheets are available for both Start-Up Costs and Profit and Loss.

SCORE has many templates available, such as this Cash Flow Statement that could be useful in drafting your projections for income and expenses each year. <https://www.score.org/resource/template/12-month-cash-flow-statement>