

**BUSINESS PLAN FOR SMALL BUSINESSES**

<b>Business overview</b>		
Our Vision		
Our mission		
Our Product/Service		
Team member name	Role	Relevant experience
<b>Market Analysis</b>		
Our Target market		
Market Size		
Alternatives		
Our competitive advantage		
<b>Marketing &amp; sales plan</b>		
How our customers will learn about us		
How we'll encourage them to tell others about us		
How we'll get our product service to our customers		
<b>Key objectives and success metrics</b>		
Objectives	Success Metric	Goal Date

<b>Financial Plan</b>		
Cost structure	Sources of Revenue	How we'll stay profitable