

Business Plan Template

Date

Name

Tel:

Email:

Website:

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1. Executive Summary

Overview: .

Market Opportunity:

Market Size:

Competitive Advantages

Management:

Forecast Operating Summary: In its 2 years of operation, the forecast to produce the following operating results:

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Cost of Goods Sold					
Gross Profit					
Operating Expenses					
Operating Profit					
Cash Balance					

2. Company Overview

Mission Statement

Example; Bringing joy to customers by making them love ...

Goals & Objectives

Example;

Launch my brand thru social media and website

In my 1st year my sales goals include selling 100 sets of my eye makeup kits thru my website and

Products & Services

Examples; I create custom....

Keys to Success

Example; Year day i will market by business by social media (3 posts)

Measures of Success How do you measure success?

Example; If i achieve my sales

Marketing, Customer Service and outreach Strategy

Market Opportunity

Industry Analysis

1.1 Marketing Overview

INGLOT has developed a comprehensive marketing and sales strategy to build the Salon into a successful business. The Salon's branding, marketing and sales strategies for growth are outlined below.

1.2 Target Market

1.3 Market Positioning & Brand

Social Media Strategy

The Salon will develop a powerful social media platform that combines the power of online visibility with the ability to capture new customers.



- Use Instagram Profiles to reach a wider audience, create engagement with content using particular hashtags, feature your clients, and create interests in your events.



- Build relationships with influencers, set up a Pinterest Business Page, designate boards that represent your business, explore Rich Pins, and greet commenters.



- Loosen the tie...be human, consider Marketplace Ads, hold Facebook contests to increase likes, use Promoted Posts.



- User interaction compares with Facebook's, include keywords and relative links on About Page, use Google+ Events, get Google Authorship Certified, and engage in communities.
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3. Competition

1.4 Competitive Landscape

1.5 Competitive Advantages