

# ©BNG Business Plan Template

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## Problem

What challenges do your target customers encounter in their daily lives or business operations?

## Customer Segments

Describe the demographic, geographic, psychographic, or behavioral characteristics of your customers, grouping them into segments.

## Unique Value Proposition?

How is your product or service different from all the offerings from your competitors? And why is it a better alternative to your target customers?

## Key Metrics

What are the metrics you would use to evaluate your business performance and the success of the strategies that you will implement?

## Channels

What media would you use to reach your target customers and as well increase the overall visibility of your products or services in the digital space?

## Cost Structure

What are the costs of operating your business and delivering your products or services?

## Revenue Streams

What is the pricing model you plan to implement to ensure maximum revenue? What is the expected revenue stream from your intended model ?

