

# ©BNG Business Plan Template

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## Executive Summary

What is your business' concept, financial highlights, and goals? Who is your target market?

## Company Description

Write an overview of your company alongside its brief history.

Mission statement

Vision statement

## Organization and Management

Who makes up your management team? What relevant experiences and qualifications do they have that makes them valuable contributors to your company? Briefly, highlight this using an organizational chart.

## Market Analysis

What is the trend in the industry you are looking to break into? Who are your competitors? What is your customer persona and what are they looking for? What are the challenges you are likely to face to attain success in that sector?

## Products or Services

Describe your products or services in detail. How does it solve a problem or make life better for your customers? What will give your products or services an edge in an already existing market?

## Marketing and Strategy

What is your target audience's demographics, preferences, and purchasing behavior? How do you intend to reach them?

## Financial Projections

What are your forecasts for revenue, expenses, and profits over a specific timeline? Break down your projections by month or quarter for the first year and annually for subsequent years.

## Funding Request

Specify the total amount of money you need, how it will be used, and the potential returns for investors.

## Appendices

Here, provide additional documents or supporting materials, such as resumes of key team members, market research data, or legal documents. Include additional market research, detailed financial spreadsheets, legal documents, or technical specifications.