BUSINESS PLAN TEMPLATE

Comprehensive Blueprint for New Ventures

1. Executive Summary

> *Instruction: Write this section LAST. It should be a 1-page snapshot of your entire business. Include your mission, the problem you solve, your competitive advantage, and your financial goals.*

[Insert summary here...]

2. Company Overview

2.1 Mission Statement

[Example: To provide affordable, high-quality media content to students in Northern Nigeria.]

2.2 Legal Structure

[Sole Proprietorship / Partnership / Limited Liability Company]

2.3 Ownership & Management

[List founders and their roles]

3. Market Analysis

3.1 Target Customer Profile

[Age, Location, Income Level, Interests]

3.2 SWOT Analysis

Strengths	Weaknesses
Opportunities	**Threats**

4. Marketing & Sales Strategy

4.1 The 4 Ps

- **Product:** Features and Benefits
- **Price:** Pricing strategy (Cost-plus, Premium, etc.)
- **Place:** Physical location or Digital platform (URL)
- **Promotion:** Social media, Radio, Outreach

[Insert strategy details here...]

5. Operational Plan

5.1 Production/Service Delivery

[How do you create the product or deliver the service?]

5.2 Technology & Equipment

[List essential tools: Laptops, Software, Machines, etc.]

6. Financial Plan

6.1 Startup Capital Requirements

Item	Estimated Cost
Equipment	
Registration & Licenses	
Initial Marketing	
Working Capital (3 months)	
Total	

6.2 Revenue Streams

[How will the business make money? Ads, Sales, Subscriptions?]

7. Conclusion & The Ask

[Summarize why this business will succeed and what you need from the reader.]