

BUSINESS PLAN FOR



Company Name: _____ Date: ____/____/____

BASIC DETAILS

Write down any basic details and contact information for your business.

Address: _____

Phone: _____

Email: _____

VISION

Write a statement that explains your company's goals

- What business are you building?
- Where do you see your detailing business in a year? 5 years? 10 years?
- How will you grow the business?

BUSINESS OVERVIEW/MISSION STATEMENT

Describe the main focus of your business.

- What detailing and/or reconditioning services are you providing your customers?
- Who will your customers be?
- What kind of business (on-site, temporary, mobile) will you set up?

OBJECTIVES

List your objectives and metrics for success by specific time frames.

- What goals do you have in the first 6 months, first year, etc and how will you measure them?
- Are there any potential challenges you can see in the future?

ACTION PLANS

Describe how you will achieve your objectives.

- How will you accomplish each objective?
- What will you do to accomplish these by specific dates?

PRICING STRATEGY AND FINANCIALS

Describe how Do the math to find out how your business will be profitable. will achieve your objectives.

- How much will you charge for your products?
- What will it take to breakeven? To be profitable?

COMPETITIVE ANALYSIS

Differentiate yourself from your competition.

- How are your business and your services unique?
- How will your services and pricing compare to your competition?

ADVERTISING AND PROMOTION

Outline your marketing plan.

- How will you attract customers?
- What marketing materials and channels will you use and how will you measure their success?