



2025 Business Plan Worksheet

Let's work together to make 2025 your most successful year yet!

1. Executive Summary

- **Business Overview:**
 - **Products and Services:**
 - **Customer Focus:**
 - **Management Team:**
 - **Success Factors**
 - **Financial Highlights**
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2. Company Overview

- **Who is <Your Company>:**
 - Who are you?
 - What's Your Company's History?
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3. Industry Analysis

- **Top Competitors:**
 - **Competitive Analysis**
 - **Competitive Pricing**
 - **Competitive Advantage**
 - **Market Trends:**
 - **Customer Analysis:**
 - **Customer Segmentation**
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4. Marketing Goals

- **SMART Goals:** (Specific, Measurable, Achievable, Relevant, Time-bound)
 - Example: "Increase website traffic by 20% in Q1 2025."
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5. Marketing Plans

- **Company Brand:** Company's unique value proposition
 - **Convenient location**
 - **Familiar, regular specialists**
 - **Significant personal attention**
 - **Promotions Strategy:**
 - **Social Media Platforms:** (e.g., Instagram, LinkedIn, TikTok, etc.)
 - **Content Strategy:** (e.g., Blogs, Videos, Email Campaigns)
 - **Offline Channels:** (e.g., Events, Flyers, Direct Mail)
 - **Pricing Strategy**
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6. Operations Plan

- **Functional Roles**
 - **Service Functions**

- **Administrative Functions**
 - **Miscellaneous personal**
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7. Management Plan

- **Management Team Members:**
 - Example: Directors, Managers, Supervisors, etc.
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8. Financial Plan

- **Revenue and Cost Drivers**
 - **Capital Requirements and Use of Funds**
 - Store design/build
 - Rent
 - Working capital
 - **Key Assumptions & Forecasts**
 - **Five Year Income Statement**
 - **Five Year Annual Cash Flow Statement**
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