

Floralpreneur® Business Plan Basics

These are the bare bones basics for your updated business plan:

- I. Intro.
- II. Vision.
- III. Objectives.
- IV. Strategies.
- V. Targets.
- VI. Product/Service Description.

Focus on defining the most important parts so that you can put a plan in motion to get yourself in the best position to sell, market & brand your biz.

*Don't let a fear of writing a "Big Business Plan" stop you from planning for your future!

- Define where you want to go.
- Make a plan for how you're going to get there.
- Follow that plan.

I. INTRODUCTION TO YOUR BUSINESS PLAN:

- KEEP IT SHORT & SWEET; WHO ARE YOU AND WHAT DO YOU DO?
- DATE OF YOUR BUSINESS LAUNCH, WHO WROTE THIS PLAN?
- WHAT TYPE OF BUSINESS ARE YOU (SOLE PROPRIETOR, LLC, S-CORP)?
- WHAT'S THE PURPOSE OF THIS PLAN? (WHAT ARE YOU GONNA DO WITH IT?, WHAT'S THE INTENTION OF WRITING THIS PLAN?)

II. VISION:

- WHERE ARE YOU HEADED?
- WHAT'S YOUR 3 YEAR PLAN? 5 YEAR? 10 YEARS FROM NOW?...

DEFINE YOUR MISSION AND VALUES:

- WHAT IS YOUR MISSION STATEMENT?
- WHAT ARE YOUR COMPANY'S CORE VALUES?

III. OBJECTIVES:

- WHY DO YOU HAVE THIS BUSINESS?

LIST YOUR S.W.O.T.S:

- WHAT ARE YOUR STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS?

IV. STRATEGIES:

- MARKETS—WHO'S IN YOUR MARKET? HOW DO YOU DEFINE THIS?
- SALES—HOW DO YOU MAKE SALES?
- OPERATIONS—WHAT'S YOUR PROCESS/PROCEDURE?
- OFFERINGS—WHAT DO YOU SELL (PRODUCTS & SERVICES)?
- MANAGEMENT—HOW WILL YOU DO IT?

V. TARGETS & GOALS:

- ANNUAL SALES—WHAT'S YOUR GOAL?
- PROFIT MARGIN—WHAT'S YOUR MARGIN?
- BOOKINGS—HOW MANY AND WHEN?
- EXPANSION/GROWTH—WHAT'S YOUR TARGET?

PRESENT STATUS:

- WHERE IS YOUR BUSINESS NOW?
- WHAT HAVE YOU ALREADY ACCOMPLISHED?

VI. PRODUCTS/SERVICES:

- DESCRIBE YOUR PRODUCT AND SERVICE OFFERINGS IN DETAIL.

COMPETITORS' OFFERING:

- DESCRIBE THE OFFERINGS OF YOUR DIRECT COMPETITORS.
- WHAT VALUE DO THEY PROVIDE?

MARKET RESEARCH:

- WHAT'S HAPPENING IN YOUR MARKET?
- HOW DO YOU COMPETE IN THE SPACE?
- HOW MUCH DO CLIENTS SPEND ON YOUR PRODUCT IN YOUR AREA?

BONUS:

- DESCRIBE A RECENT SUCCESS STORY. CELEBRATE THIS SUCCESS!

***REMEMBER: UPDATE YOUR PLAN AS YOU CONTINUE TO REACH NEW HEIGHTS!**