

(Name of Business) - Business Plan 2025

Identity (Name) is a (type of) business, run by (name of person), specializing in (list items)	
Problem worth solving (One sentence about a service or item lacking that fits the need your business will fulfill)	Our solution (One sentence how business will address the need or problem)
Target market (1 - 2 sentences describing who your business will have as clients/customers)	Competitive landscape (1 - 2 sentences that describes other similar businesses to yours in your area)
Sales channels (1 - 2 sentences about how your business will get sales - example: Farmers Markets, online website, physical building, food truck, etc)	Marketing activities (List ways your business will advertise)
Revenue (1 - 2 sentences that describes how your your business will get income/sales)	Expenses (1 - 2 sentences about the major expenses your business will have to either start-up or expand)
Milestones and Setbacks (2 - 4 sentences that describe some things you have already accomplished for your business as well as things that interfered with your progress)	
Team and roles (1 - 2 sentences about who is involved with your business)	Partners and resources (1 - 2 sentences about who has helped you with your business).