

Business Name Here

Products or Services

Explain What Your Business does in a short sentence

Market Demand

Explain what consumers are interested related to your products

Solution Your Business Provides

Explain how your products or services can address the market demand described above

Target Market

Describe the anticipated customer demographics, including age group, gender, income level, lifestyle, geographical location, and estimate the overall size of the market.

Competitors

Identify and analyse competitors, outlining their strengths and weaknesses in the market

Sales and Marketing

Detail your sales strategy, specifying channels such as physical retail locations or e-commerce platforms. Additionally, outline your promotional methods to effectively market and advertise your products.

Team

List and introduce key team members, providing brief profiles of their roles, responsibilities, and relevant expertise.

Budgets	Q1	Q2	Q3	Q4
Set Up Cost				
Running Cost				
Total Cost				
Revenue				
Profit/Loss				