## 

(Online Store Name)

## 

(Company Name)  
(Street Address)  
(City, State, Zip Code)  
(Creation Date)

Contact Information

(Name)

(Email)

(Phone Number)

(Website)

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# 1.0 Executive Summary

*In the opening paragraphs, discuss the most important aspects of the business plan. The entire executive summary should be less than two pages.*

## 1.1 Business Objectives

*What do you want your online store to achieve? Include at least five. Make specific and actionable.*

## 1.2 Mission Statement

*A brief statement or paragraph describing what your online store stands for.*

## 1.3 Keys to Success

*What are the factors that will make your online store a success? Include at least three.*

# 2.0 Company Summary

*Open with a couple paragraphs describing your online store including important facts, like the history of business, website, and financials.*

## 2.1 Startup Summary

*Briefly, how much will it cost to start your online store? Consider creating a chart with each expense.*

## 2.2 Ecommerce Website

*Discuss your online store’s website. What platform will it be designed on? What company will process the payments? How will the content be organized?*

## 2.3 Facility

*If you have a warehouse or packaging facility, what’s it like? How will the facility increase your likelihood of success?*

## 2.4 Ownership & Management

*Who are the owners of the business? What are their backgrounds and why will that make the online store a success? What is the management structure like within the business? Who are the managers?*

# 3.0 Products

*Write a couple paragraphs with a high-level overview describing the products.*

## 3.1 Product Description

*What type of products will be sold? What other products will your online store sell?*

## 3.2 Suppliers & Inventory Management

*What businesses will supply your products? If you’re creating products, who will supply your raw materials? How will you monitor your inventory supply? What technologies and software will be used to monitor the inventory?*

## 3.3 Daily Operations

*What are the day-to-day operations and systems that make your store operate? Who will take care of tasks like inventory management, shipping, and customer service calls?*

## 3.4 Pricing and Profitability

*What is the price of every item in the online store and how much will you make on a sale? If your store has over 50 products, organize products by category. Create a chart.*

# 4.0 Market & Industry Analysis Summary

*Describe the industry your online store is in. What are the trends? It is predicted to be a growing or shrinking market?*

## 4.1 Market Segmentation

*Who are the types of customers that will visit your online store? Use data to explain their purchasing habits and how many are looking for your products online.*

## 4.2 Target Market Segment Strategy

*How will you reach your different segments of customers? How will you communicate to them?*

## 4.3 Main Competitors

*Who are your main competitors online? List at least five. Include a chart with details like URL, description, advantages and disadvantages.*

# 5.0 Marketing Strategy & Implementation Summary

*Give a high level overview of your marketing strategy and how it will be implemented.*

## 5.1 Competitive Advantage

*What will you do better than competing online stores?*

## 5.2 Marketing Strategy & Positioning

*What are your strategies to market your business? How will you get potential customers to visit the website? Additionally, how will you communicate your online store in a 30-second positioning statement?*

## 5.3 Traditional Marketing & Advertising

*Discuss the business’s branding. How will it be created? Who, if anyone, will be hired as a consultant?*

## 5.4 Online Marketing & Advertising

*What online marketing and advertising will you do? Who will manage it?*

## 5.5 Sales Strategy & Forecast

*What are your sales, costs, and profits forecast for the first three years? Create a chart.*

## 5.6 Online Store Milestones

*What are the main milestones you need to reach before opening your online store? Have at least eight.*

# 6.0 Financial Plan & Projections

*What are the assumptions you made about the economy and your online store for the financial projections below?*

*Use this* [*financial projections worksheet*](https://www.score.org/resource/financial-projections-template) *(* [*https://www.score.org/resource/financial-projections-template*](https://www.score.org/resource/financial-projections-template) *) as a guide to the sections below. Ideally, turn the projections into charts for investors and bankers to more easily understand the numbers.*

## 6.1 Startup Costs

*How much money will it require to open the online store? List the expenses and include cost.*

## 6.2 Break-even Analysis

*At what point in sales will the online store operate at a profit?*

## 6.3 Projected Profit & Loss

*What are the income and expenses in the online store and at what month will it operate at a profit?*

## 6.4 Projected Cash Flow

*How much cash is coming into and going out of the online store by month?*

## 6.5 Projected Balance Sheet

*What are projected assets and liabilities of the business for the next three years?*

## 6.6 Business Ratios

*What are the business ratios at the end of year one, two and three?*

# 7.0 Appendix

*Include additional documentation to support the business plan. Include any visual documentation, like branding, supplier agreements, and website wireframes.*