

**THE BUSINESS PLAN**

**SECTION 3**

**Business Plan Templates**

**Questions?**

Contact Shelby County Chamber of Commerce & Industry

712-755-2114 or info@exploreshelbycounty.com

**Resume**

**Template T1a:**

**Name**

**Address**

**City/State/Zip**

**Phone**

**Cell**

**Email**

**Professional Summary**

**Areas of Expertise**

**Work Experience**

**Company**

**City, State**

**Job Title**

**Begin & End Dates**

**Company**

**City, State**

**Job Title**

**Begin & End Dates**

**Company**

**City, State**

**Job Title**

**Begin & End Dates**

**Template T1b:**

**Education**

**Year School**

**City, State**

**Major**

**Degree**

**Year School**

**City, State**

**Major**

**Degree**

**Year School**

**City, State**

**Major**

**Degree**

**Professional Affiliations**

**Organization Name**

**How you participated?**

**Years of affiliation**

**Organization Name**

**How you participated?**

**Years of affiliation**

**Template T2**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Media Mix Calendar for 20\_\_**  **Name of Business** | | | | | | |
|  |  |  |  |  |  |  |
|  | **Monthly Goal** | **Focus** | **Advertising** | **Promotions** | **Publicity** | **Budget** |
| **January** |  |  |  |  |  |  |
| **February** |  |  |  |  |  |  |
| **March** |  |  |  |  |  |  |
| **April** |  |  |  |  |  |  |
| **May** |  |  |  |  |  |  |
| **June** |  |  |  |  |  |  |
| **July** |  |  |  |  |  |  |
| **August** |  |  |  |  |  |  |
| **September** |  |  |  |  |  |  |
| **October** |  |  |  |  |  |  |
| **November** |  |  |  |  |  |  |
| **December** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Template T3**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Monthly Marketing Details** | | | | | | | |
|  | |  |  |  |  |  | |
| After planning out for one year, you may want to use the following monthly calendar | | | | | | | |
| and detail out each activity. This calendar allows for space to include exact costs, | | | | | | | |
| comments, deadlines, dates, and results. | | | | |  | |  |
| **MONTH** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |  |
| **BUDGET** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |  |
|  |  | |  |  |  | |  |
| **Media Vehicle** | **Cost** | | **Deadline** | **Date Ran** | **Comments** | | **Results** |
|  |  | |  |  |  | |  |
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|  |  | |  |  |  | |  |
| ***Month Summary:*** |  | |  |  |  | |  |

**Template T4**

|  |  |
| --- | --- |
| **Estimated Start-up Costs** | |
|  |  |
| **Land:** | **-** |
| **Building:** | **-** |
| **Property Improvements:** | **-** |
| **Machinery/Equipment:** | **-** |
| **Furniture/Fixtures:** | **-** |
| **Initial Inventory:** | **-** |
| **Start-up Expenses:** | **-** |
| **Advertising:** | **-** |
| **Deposits:** | **-** |
| **Professional Services:** | **-** |
| **Other: \_\_\_\_\_\_\_\_\_\_\_\_\_ :** | **-** |
| **Other: \_\_\_\_\_\_\_\_\_\_\_\_\_ :** | **-** |
| **Working Capital:** | **$ -** |
|  |  |
| **TOTAL** | **$ -** |
|  |  |
| **Amount of Personal Funds Invested** | **$ -** |
|  |  |
| **Amount of Financial Need for Start-up** | **$ -** |
|  |  |

**Template T5a**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pro Forma Income Statement Worksheet** | | | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Sales Data** | |  |  |  |  |  |  |  |  |  |  |  |
|  | **a. Calculate Sales Per Month by Using the chart below** | | | | | | | |  |  |  |  |  |
|  | - Use Sales 1, Sales 2, etc. for different products with different margins | | | | | | | | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Starting Month is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | | | | | | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **Total** |
| **Sales 1** |  |  |  |  |  |  |  |  |  |  |  |  | $ - |
| **Sales 2** |  |  |  |  |  |  |  |  |  |  |  |  | $ - |
| **Sales 3** |  |  |  |  |  |  |  |  |  |  |  |  | $ - |
| **Sales 4** |  |  |  |  |  |  |  |  |  |  |  |  | $ - |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **b. Projected Annual Sales for year one:** | | | | | | $ - |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **c. How will sales increase for years 2 and 3?** | | | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **d. Method of determining sales:** | | | | |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **e. Will you offer credit? If yes, explain why, how you will determine credit** | | | | | | | | | | |  |  |
|  | **worthiness and provide a breakdown of the timing of your accounts receivable** | | | | | | | | | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | \_\_\_\_% of accounts collected in cash or credit cards | | | | | | |  |  |  |  |  |
|  |  | \_\_\_\_% of accounts collected in 0-30 days | | | | | |  |  |  |  |  |  |
|  |  | \_\_\_\_% of accounts collected in 31-59 days | | | | | |  |  |  |  |  |  |
|  |  | \_\_\_\_% of accounts collected in 60-89 days | | | | | |  |  |  |  |  |  |
|  |  | \_\_\_\_% of accounts collected in 90+ days | | | | | |  |  |  |  |  |  |
|  |  | \_\_\_\_% of accounts not collected (bad debts) | | | | | |  |  |  |  |  |  |
|  |  | (Note: all % should equal 100) | | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **f. Cost of Sales or Cost of Goods for each sales category.** | | | | | | | |  |  |  |  |  |
|  |  | Sales 1 | 0 |  |  |  |  |  |  |  |  |  |  |
|  |  | Sales 2 | 0 |  |  |  |  |  |  |  |  |  |  |
|  |  | Sales 3 | 0 |  |  |  |  |  |  |  |  |  |  |
|  |  | Sales 4 | 0 |  |  |  |  |  |  |  |  |  |  |
|  |  | Total | $ - |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **g. Cost of Labor (not including owners)** | | | | | |  |  |  |  |  |  |  |
|  | Labor cost as a % of sales: \_\_\_\_\_\_\_\_\_% (if employees only work if there is sales, use % of sales) | | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Number of hours per week is \_\_\_\_ at $\_\_\_\_ per hour (use hourly rate if working regular hours) | | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Template T5b**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Pro Forma Income Statement Worksheet** | |  |
|  | **(Continued)** | |  |
|  |  |  |  |
|  | **Fixed operating expenses** per month (if annual or semi-annual, indicate | |  |
|  | what month(s) it is paid) |  |  |
|  |  |  |  |
|  | Supplies (not inventory) |  |  |
|  | Maintenance |  |  |
|  | Advertising/Promotion |  |  |
|  | Office Expenses |  |  |
|  | Car/Travel |  |  |
|  | Accounting & Legal |  |  |
|  | Rent |  |  |
|  | Telephone |  |  |
|  | Utilities |  |  |
|  | Insurance |  |  |
|  | Equipment Lease |  |  |
|  | Real Estate Taxes |  |  |
|  | Dues/Subscriptions |  |  |
|  | Miscellaneous |  |  |
|  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
|  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
|  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
|  | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
|  | **Total Operating Costs** | **$ -** |  |
|  |  |  |  |
|  | **Owners Monthly Draw or Salary** | **$ -** |  |
|  |  |  |  |
|  | **Total** | **$ -** |  |

**Template T6**

|  |  |  |
| --- | --- | --- |
| **Income Statement** | | |
|  |  |  |
| Business Name | As of: Date |  |
|  |  |  |
| **REVENUES** |  |  |
| Sales 1 |  |  |
| Sales 2 |  |  |
| Sales 3 |  |  |
| Sales 4 |  |  |
| **Total Revenues** |  | **0** |
|  |  |  |
| **COST OF SALES** |  |  |
| Sales 1 |  |  |
| Sales 2 |  |  |
| Sales 3 |  |  |
| Sales 4 |  |  |
| **Total Cost of Sales** |  | 0 |
|  |  |  |
| **GROSS PROFIT** |  | $ - |
|  |  |  |
| **EXPENSES** |  |  |
| Wages & Salaries |  |  |
| Employee Benefits |  |  |
| Outside Services |  |  |
| Depreciation |  |  |
| Supplies |  |  |
| Maintenance |  |  |
| Advertising/Promotion |  |  |
| Office Expenses |  |  |
| Car/Travel |  |  |
| Accounting & Legal |  |  |
| Rent |  |  |
| Telephone |  |  |
| Utilities |  |  |
| Insurance |  |  |
| Equipment Lease |  |  |
| Real Estate Taxes |  |  |
| Dues/Subscriptions |  |  |
| Miscellaneous |  |  |
| Other |  |  |
| Other |  |  |
| **Total Expenses** |  | **$ -** |
|  |  |  |
| **NET OPERATING PROFIT** |  | **$ -** |
|  |  |  |

**Template T7**

|  |  |  |
| --- | --- | --- |
| **Profit & Loss Statement** | | |
|  |  |  |
| Business Name | As of: Date |  |
|  |  |  |
| **REVENUES** |  |  |
| Sales 1 |  |  |
| Sales 2 |  |  |
| Sales 3 |  |  |
| Sales 4 |  |  |
| **Total Revenues** |  | **$ -** |
|  |  |  |
| **COST OF SALES** |  |  |
| Sales 1 |  |  |
| Sales 2 |  |  |
| Sales 3 |  |  |
| Sales 4 |  |  |
| **Total Cost of Sales** |  | $ - |
|  |  |  |
| **GROSS PROFIT** |  | $ - |
|  |  |  |
| **OPERATING EXPENSES** |  |  |
| Wages & Salaries |  |  |
| Employee Benefits |  |  |
| Outside Services |  |  |
| Depreciation |  |  |
| Supplies |  |  |
| Maintenance |  |  |
| Advertising/Promotion |  |  |
| Office Expenses |  |  |
| Car/Travel |  |  |
| Accounting & Legal |  |  |
| Rent |  |  |
| Telephone |  |  |
| Utilities |  |  |
| Insurance |  |  |
| Equipment Lease |  |  |
| Dues/Subscriptions |  |  |
| Miscellaneous |  |  |
| Other |  |  |
| Other |  |  |
| **Total Operating Expenses** |  | **$ -** |
|  |  |  |
| **INCOME FROM OPERATIONS** |  | **$ -** |
|  |  |  |
| **TAXES** |  |  |
| Income Taxes |  |  |
| Payroll Taxes |  |  |
| Real Estate Taxes |  |  |
| Other: |  |  |
| **Total Taxes** |  | **$ -** |
|  |  |  |
| **NET PROFIT** |  | **$ -** |
|  |  |  |

**Template T8**

|  |  |  |  |
| --- | --- | --- | --- |
| **Balance Sheet** | | | |
|  |  |  |  |
| Business Name | As of: Date |  |  |
| **ASSETS** |  |  |  |
| Current Assets: | 20\_\_ |  | 20\_\_ |
| Cash |  |  |  |
| Inventory |  |  |  |
| Short-term Investments |  |  |  |
| Accounts Receivable |  |  |  |
| Prepaid Expenses |  |  |  |
| **Total Current Assets** | **$ -** |  | **$ -** |
|  |  |  |  |
| **Fixed Assets:** |  |  |  |
| Long-term Investments |  |  |  |
| Property, Plant & Equipment |  |  |  |
| (Less accumulated depreciation) |  |  |  |
| Intangible Assets |  |  |  |
| **Total Fixed Assets** | **$ -** |  | **$ -** |
|  |  |  |  |
| **TOTAL ASSETS** | **$ -** |  | **$ -** |
|  |  |  |  |
| **LIABILITY & OWNER'S EQUITY** |  |  |  |
| **Current Liabilities:** |  |  |  |
| Accounts Payable |  |  |  |
| Short -term Loans |  |  |  |
| Income Tax Payable |  |  |  |
| Accrued Salaries/Wages |  |  |  |
| Unearned Revenue |  |  |  |
| Current Portion of Long-term Debt |  |  |  |
| **Total Current Liabilities** | **$ -** |  | **$ -** |
|  |  |  |  |
| **Long Term Liabilities:** |  |  |  |
| Long-Term Debt |  |  |  |
| Other: |  |  |  |
| **Total Long-Term Liabilities** | **$ -** |  | **$ -** |
|  |  |  |  |
| **Owner's Equity:** |  |  |  |
| Owner's Investment |  |  |  |
| Retained Earnings |  |  |  |
| **Total Owner's Equity** | **$ -** |  | **$ -** |
| ***TOTAL LIABILITIES & OWNER EQUITY*** | **$** |  | **$ -** |
|  |  |  |  |









