

Insert Your Logo Here Business Plan – MONTH DATE, YEAR		Owner: Phone: Email:
Business Description: What is your long-term vision for your company? What services/goods will you offer that will help you meet your vision? Be specific but concise!		
Target Market: WHERE will you operate? WHO will you serve?		
Strengths: - What makes your business stand out? - Do you have experience in the industry? - Why would a customer choose you over your competitors (price, convenience, unique offerings, good service, hours of operation, location)?	Weaknesses: - Do you have strong competitors in your market? - Why would a customer choose your competitor over you (price, convenience, unique offerings, good service, hours of operation, location)? - Are you less experienced with bookkeeping, marketing, or new to this industry? - Is your business vulnerable to swings in the local or national economy?	
Competitors: <i>Competitor 1 Name:</i> [Briefly describe their biggest strength and weakness] <i>Competitor 2 Name:</i> [Briefly describe their biggest strength and weakness] <i>Competitor 3 Name:</i> [Briefly describe their biggest strength and weakness]		
Goals: ✓ <u>Short Term Goals (within 12 months):</u> Describe how you would measure success in the 12-month timeframe. ✓ <u>Long Term Goals (within 1-3 years):</u> Describe how you would measure success in the 1-3-year timeframe.		
Timeline: Describe your project timeline including any milestones such as large purchases, construction, licensing dates, opening date, etc.	Summary of Financial Sources: Total Project Cost: \$XX,XXX Owner Contribution: \$XX,XXX Requested Financing: \$XX,XXX – KIVA	
	One-Page KIVA Business Plan Template Revision: February 22, 2023 See Attached Monthly Business Budget for Supporting Financial Information	Northland Small Business Development Center www.northlandsbdc.org info@northlandsbdc.org