

TORY BURCH FOUNDATION

BUSINESS PLAN BUILDER

Welcome to the Business Plan Builder. This is a comprehensive template that you can tailor for potential stakeholders to understand the ins and outs of your business

Instructions

This is a read-only template document. In order to make this document your own, make a copy on your computer.

- Save a copy of the PDF template by clicking File then Save As.
- In your toolbar, select Edit PDF and start editing all your content.
- Be sure to save your progress as you go.

Use the writing prompts and relevant content linked in the sections to help you write your business plan.

Customized Examples

View examples of this template customized in Google Docs



[View example](#)



[View example](#)

Tips and Tricks

How to update the cover and header shape color

- When in Edit PDF mode, click the More drop down. Select Background then Update.
- In the Update Background window update the Source color and click OK. Click OK again in the prompt window to see the update.

How to update text and edit text styles

- When in Edit PDF mode, click Edit.
- You will now see bounding boxes on text to edit.

How to update the footer

- When in Edit PDF mode, click the Header & Footer dropdown.
- Click "Update" to change.

How to update social links

- When in Edit PDF mode, click the Link dropdown.
- Click Add/Edit Web or Document Link, double click a link or social icon to open the link properties window.
- Under Actions click Edit to edit the link URL.

Remove this page once done editing.

Insert logo/icon

Business Name Here

1234, Virginia Beach, VA, 23464

123.456.7890

email@gmail.com

Businesswebsite.com



Delete these instructions when done editing this page.

Update icon hyperlinks to your social channels in the icon links and remove the ones that are not relevant to your business.

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Be sure to insert the correct page numbers when you are finished updating then, right-click on the updated page numbers, select 'Edit Link' to then 'Go to a page view'.

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EXECUTIVE SUMMARY

Insert photo

Writing prompt below. Be sure to replace all text on this page.

The executive summary is your elevator pitch. Here you should speak directly to the reader and describe your business, product or service, what sets your business apart from your competition. Consider the ways your business solves a problem, has a competitive advantage or a unique approach in the market. Here you should also clearly state the vision for your business and the goals that will help you get there. And last but not least, state who your target customer group is.

Things to remember:

- *Think about who your reader is and how you can engage them. What do they need to know about your company?*
- *Illustrate your passion for the business*
- *Avoid fluff or hyperbole*
- *Clearly state the need, your value proposition and target customer. You can also include a specific ask to investors.*

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OUR COMPANY DESCRIPTION

Insert photo

Mission Statement

Writing prompt below. Be sure to replace all text on this page. *The mission statement is an expression of your company's guiding philosophy, a high-level objective or a set of values that led you into business.*

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Company History

Writing prompt below. Be sure to replace all text in this section. *Provide details on when your company was founded, who founded it and a brief summary of your company's progress. If the business is new, explain why you decided to start the company.*

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Location and Facilities

Writing prompt below. Be sure to replace all text in this section. *Outline the offices and locations involved in the operation of your company.*

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WHO WE ARE

Legal Structure

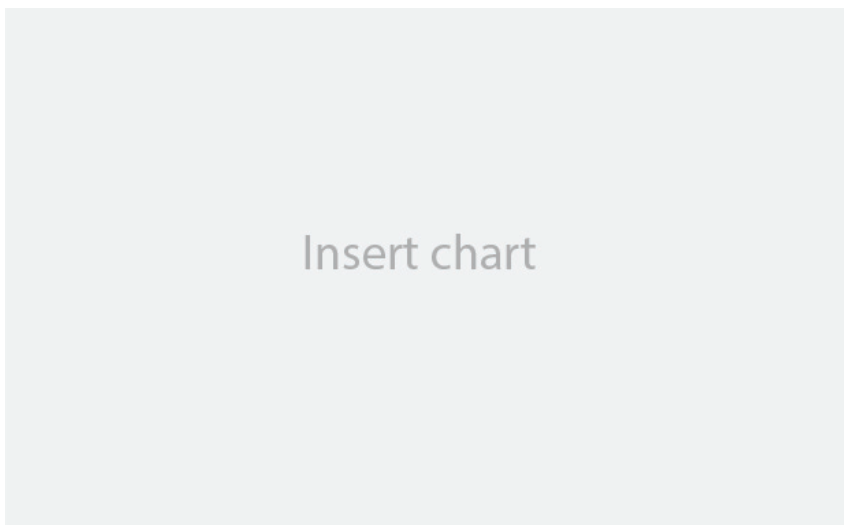
Writing prompt below. Be sure to replace all text on this page. *Indicate your business' legal structure: [Sole proprietorship](#), [limited liability corporation](#), [cooperative](#), [partnership](#) or [S Corporation](#).*

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Ownership Structure and Management

Writing prompt below. Be sure to replace all text on this page. *Explain your business' organization structure or organization chart. Indicate who the owners are, what percentage of the business they own, type of ownership (stock options or general partner) the extent of their involvement (silent or acting partner). If you are sole proprietor, remove this section.*

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Founding Team

Writing prompt below. Be sure to replace all text on this page. *Name the founding team and share a few notes about their qualifications and career history.*



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First Name, Last Name

TITLE

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Board and Advisory Committee



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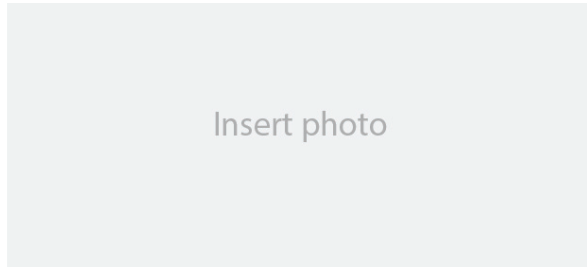
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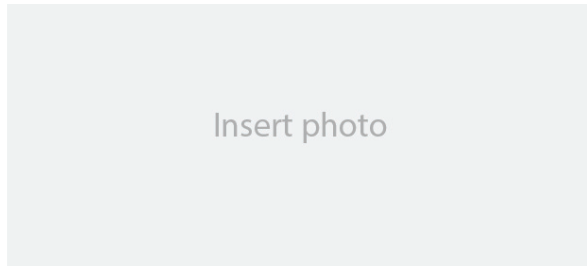
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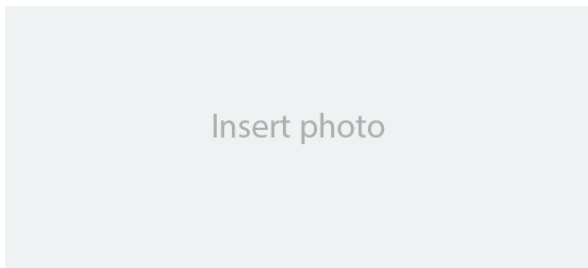
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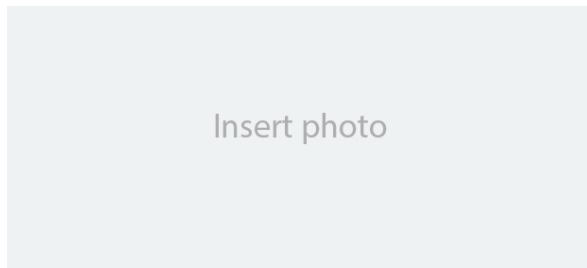
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MARKET OPPORTUNITY

Writing prompt below. Be sure to replace all text in this section. *Summarize why customers need your product or service and how your model stands out from other companies. Read this article for more advice on completing the Market Opportunity section of your business plan.*

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Industry Analysis

Writing prompt below. Be sure to replace all text in this section. *Provide details about the characteristics of your industry such as the size, growth potential and current market trends.*

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Market Description

Writing prompt below. Be sure to replace all text in this section. *Describe the market your company is targeting and how your company fits into or disrupts it. Outline the particular market segments you will be targeting.*

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Target Customers

Writing prompt below. Be sure to replace all text in this section.

Give a profile of your target customer, customer groups and connect their needs to your product or service's value proposition.

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Current Customers

Writing prompt below. Be sure to replace all text in this section.

Include demographic information like age range, gender, income; industry (for B2B companies), behavioral patterns. Also consider where you are acquiring these current customers.

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Competitors

Writing prompt below. Be sure to replace all text in this section.

List who your current competitors are or who you expect they will be.

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Competitive Advantages

Writing prompt below. Be sure to replace all text in this section.
These are the attributes that set your business apart from your competitors. What do you do better that allows you to stand out? Advantages may include quality, price, or service.

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Regulations

Writing prompt below. Be sure to replace all text in this section.
Cite any custom or regulatory requirements that affect your business. Indicate how you comply with the regulations. It is also helpful to cite any cost implications these regulations may have for your business.

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BEYOND THE BOTTOM LINE

Social Impact

Writing prompt below. Be sure to replace all text in this section. *If your business has a social impact component, indicate the problem your business is setting out to address. Consider background information about the need or problem that would help someone understand the value-add your business provides.*

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Sustainability

Writing prompt below. Be sure to replace all text in this section. *If sustainability is part of your business model, indicate the ways your business is addressing environmental impact.*

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OUR PRODUCTS & SERVICES

Products/ Services Benefits

Writing prompt below. Be sure to replace all text in this section.
Include information about the specific benefits of your product or service, from your customers' perspective. You should also write about your product or service's ability to meet consumer needs, any advantages your product has over that of the competition, and the current development stage of your product (e.g., idea, prototype).

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Pricing Structure

Writing prompt below. Be sure to replace all text in this section.
Outline what your company charges for each of your products and services. What will your markups be and why?

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Lifecycle

Writing prompt below. Be sure to replace all text in this section.
Be sure to include information about where your product or service is in its life cycle, as well as any factors that may influence its cycle in the future.

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Intellectual Property Rights

Writing prompt below. Be sure to replace all text in this section.

If you have any existing, pending or anticipated copyright or patent filings, list them here. Also, disclose whether any key aspects of a product may be classified as trade secrets. Lastly, include any information pertaining to existing legal agreements, such as nondisclosure or non-compete agreements.

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Research and Development Activities

Writing prompt below. Be sure to replace all text in this section.

Outline any R&D activities that you are involved in or are planning. What results of future R&D activities do you expect? Be sure to analyze the R&D efforts of not only your own business, but also of others in your industry.

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Product photo gallery option 1



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Product photo gallery option 2



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Product photo gallery option 3



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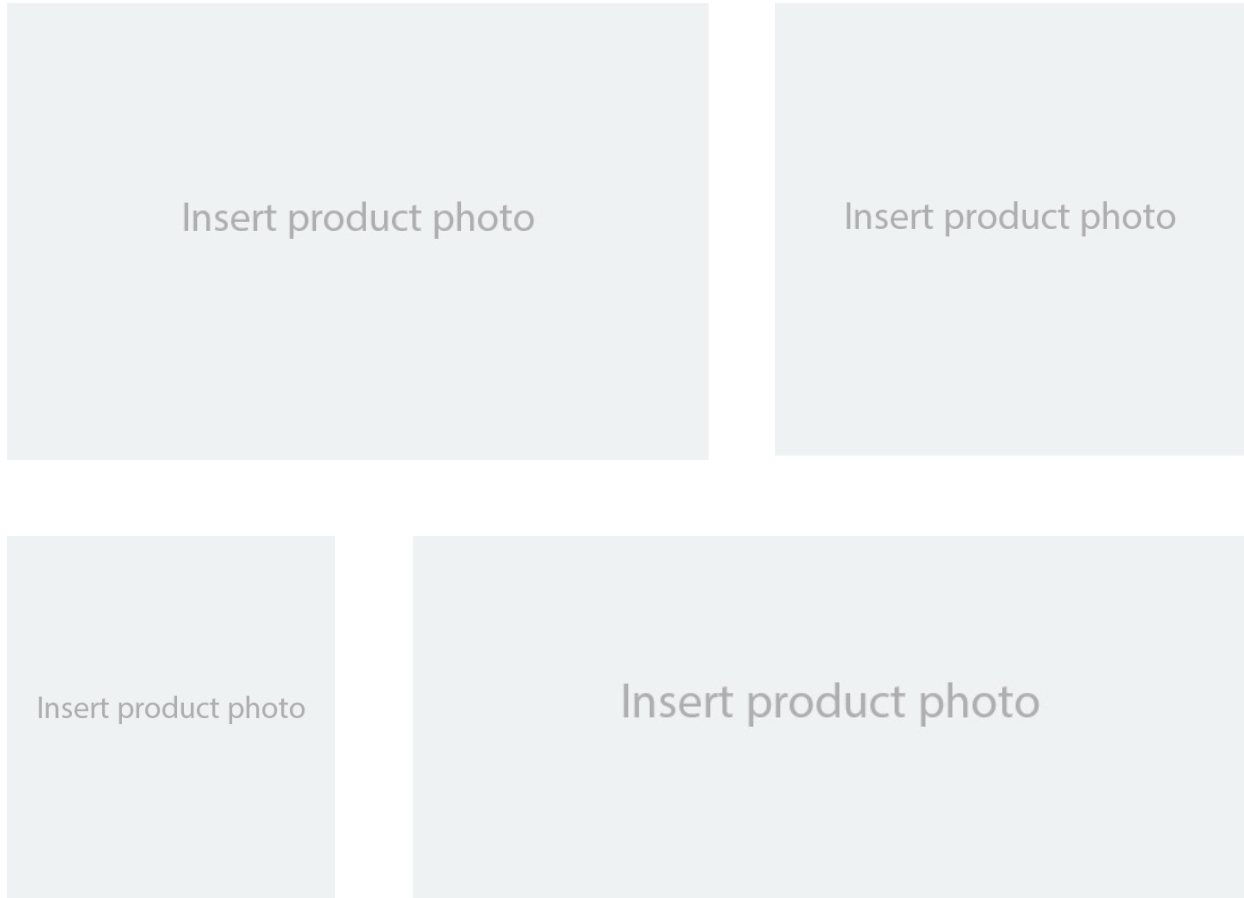


Insert product photo



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Product photo gallery option 4



Product Photography Title

Writing prompt below. Be sure to replace all text in this section. *Add any key information about your products or product photography here, as needed.*

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MARKETING & SALES

Writing prompt below. Be sure to replace all text on this page.

For more advice on how to complete this section, [read this article](#) on starting a business plan.

Value Proposition

Writing prompt below. Be sure to replace all text in this section.

Define the benefits your company's products and services offer to the customer, and why customers should choose yours over a competitor.

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Communication Strategy

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Outline how you'll reach your customers.

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Sales Team

Writing prompt below. Be sure to replace all text in this section. *Indicate the number and category (internal vs. external) of your salesforce. Include training and compensation information.*

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Sales Activity

Writing prompt below. Be sure to replace all text in this section. *Define your sales strategy.*

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Growth Strategy

Writing prompt below. Be sure to replace all text in this section.

Share how you intend to grow your business: whether with an internal strategy, franchise opportunities or other methods.

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OPERATIONS

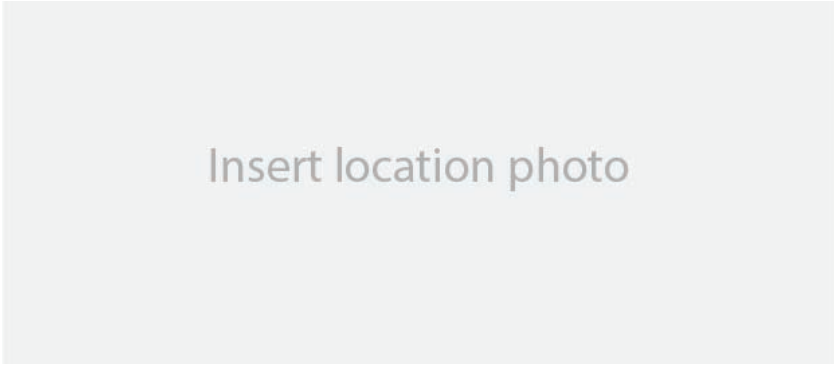
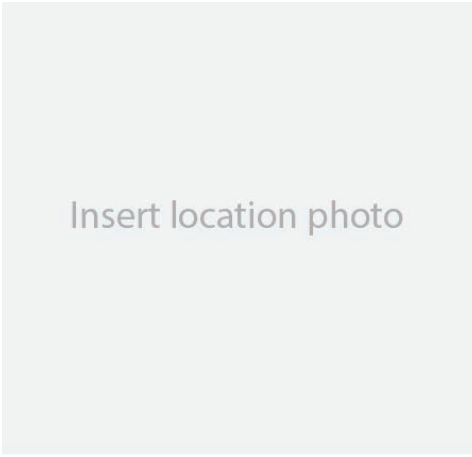
Production

Writing prompt below. Be sure to replace all text in this section. *Explain how your product or service gets made. Include information about inventory, sampling processes, quality control measures or certifications, etc. if applicable.*

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Location

Writing prompt below. Be sure to replace all text in this section. *Describe your storefront, office or production facility, if applicable.*



Suppliers

Writing prompt below. Be sure to replace text on this page. *List your suppliers and their prices, terms and conditions. Describe any alternative arrangements you've made in case those suppliers can't fulfill your order.*

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FINANCIALS

Writing prompt below. Be sure to replace all text on this page. *Include a high-level summary of your current and projected financials. Consider working with a trusted financial professional on this section of your business plan.*

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STARTUP COSTS

Be sure to replace all text on this page. *If this is a plan for a new idea-stage venture, calculate and list your startup costs. Refer to this article for guidance.*

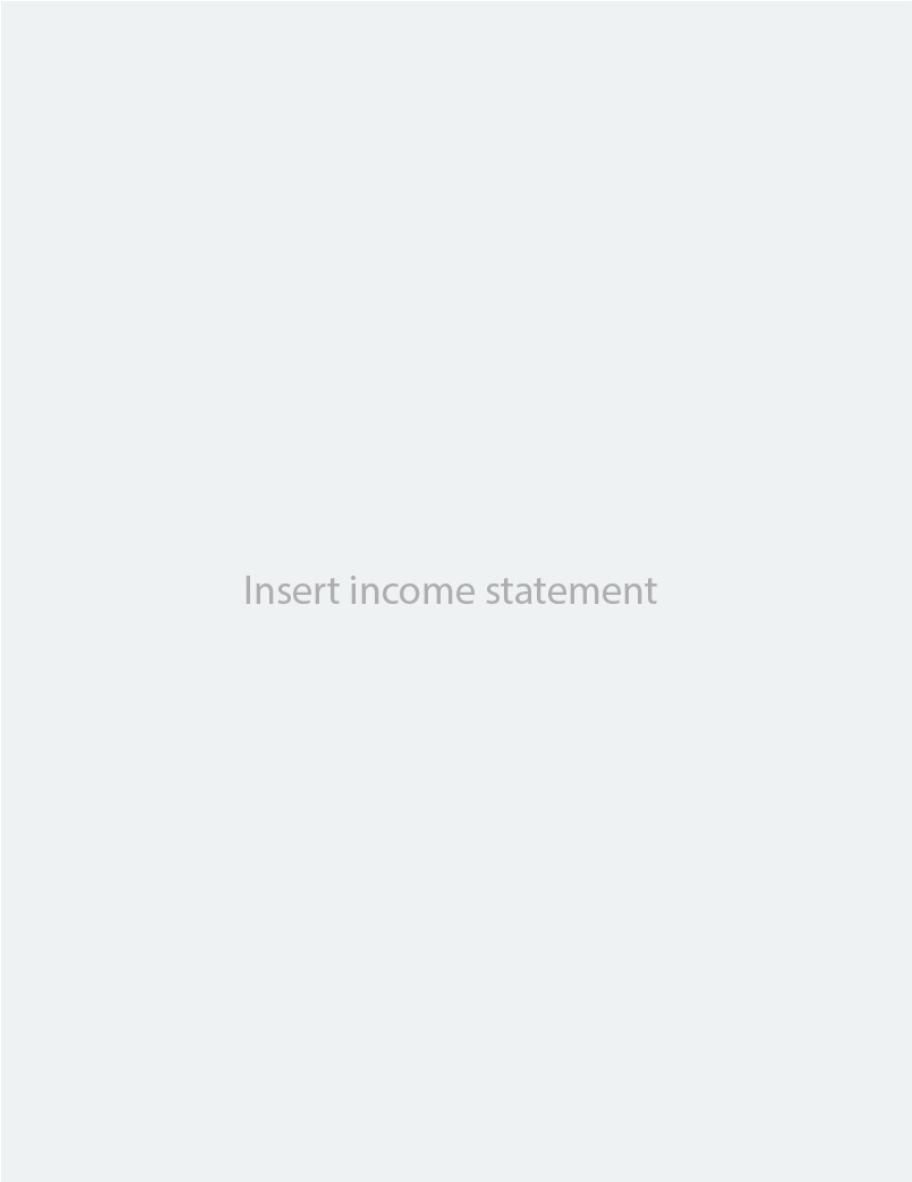
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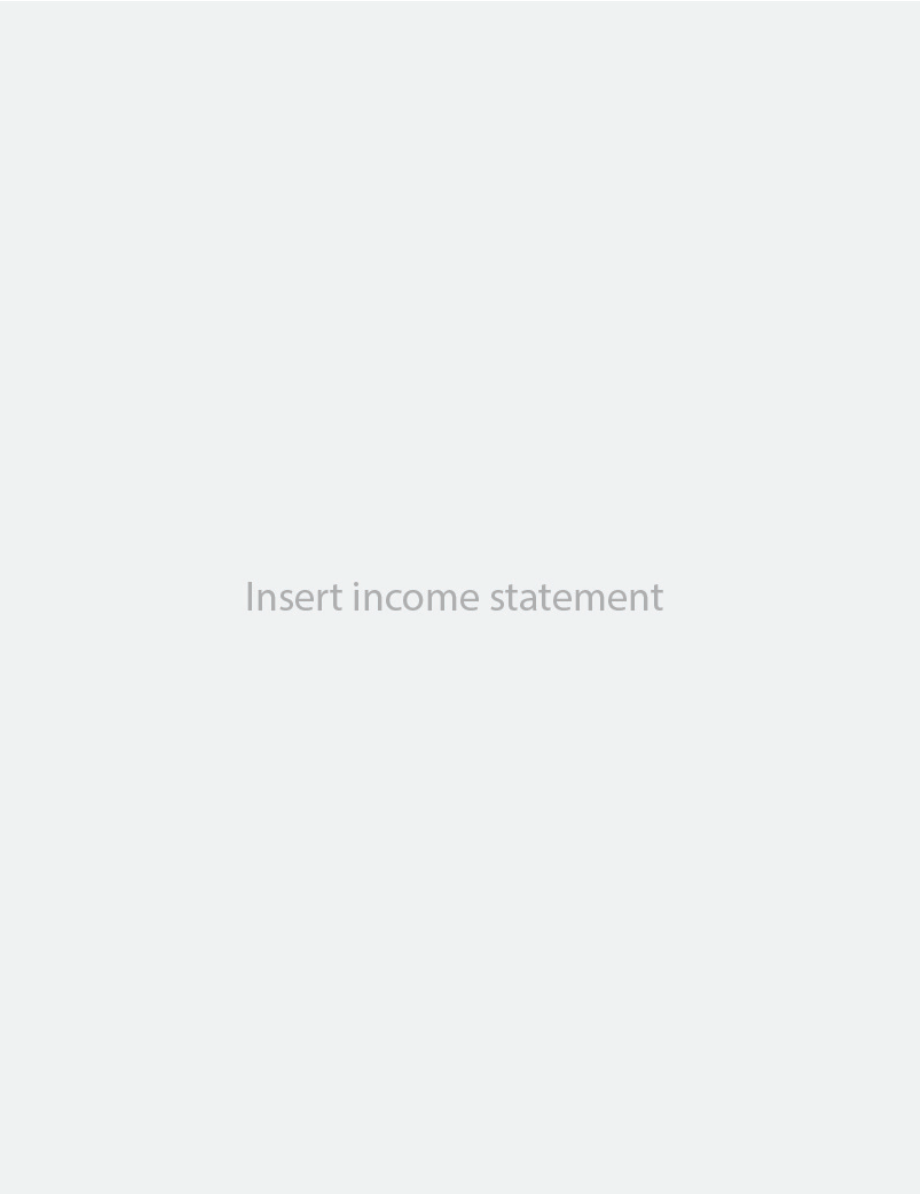
INCOME STATEMENT

Below is a field/feature to attach files (.jpgs). *Be sure to replace all text in this section. Also known as a profit and loss statement. Attach 2-3 years of income statements, if applicable. You may also consider attaching financial documents as an appendix item.*



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Income Statement (Continued)



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Income Statement (Continued)



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CASH FLOW STATEMENT

Cash Flow Statement Assumptions

Below is a field/feature to attach files (.jpgs). *Briefly explain your cash-flow status (whether your business will have a cash flow problem next month, etc.) and how you might address a potential issue. You may also consider attaching financial documents as an appendix item.*



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Break-Even Analysis

Below is a field/feature to attach files (.jpgs) or paste tables. *Briefly explain how many units sold or services provided your company will need to sell in order to break even during a selected timeframe. You may also consider attaching financial documents as an appendix item.*



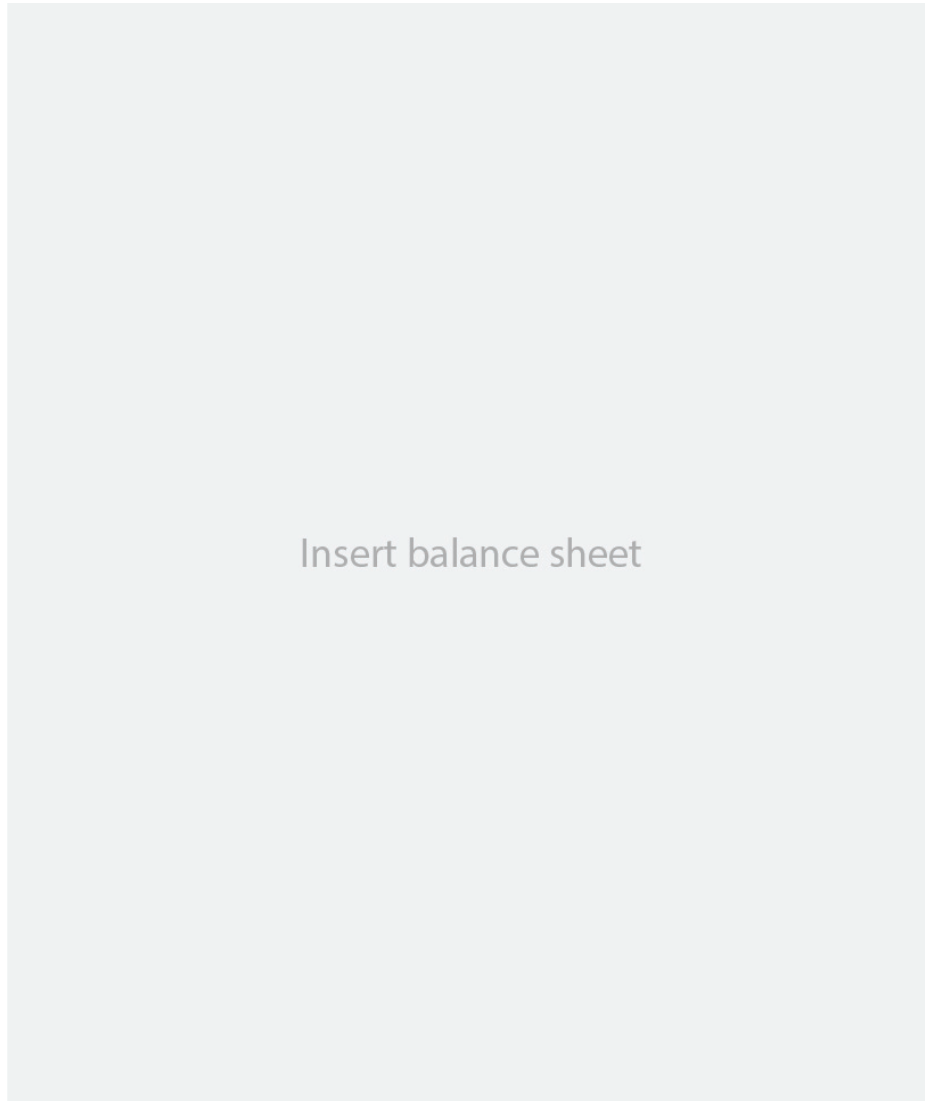
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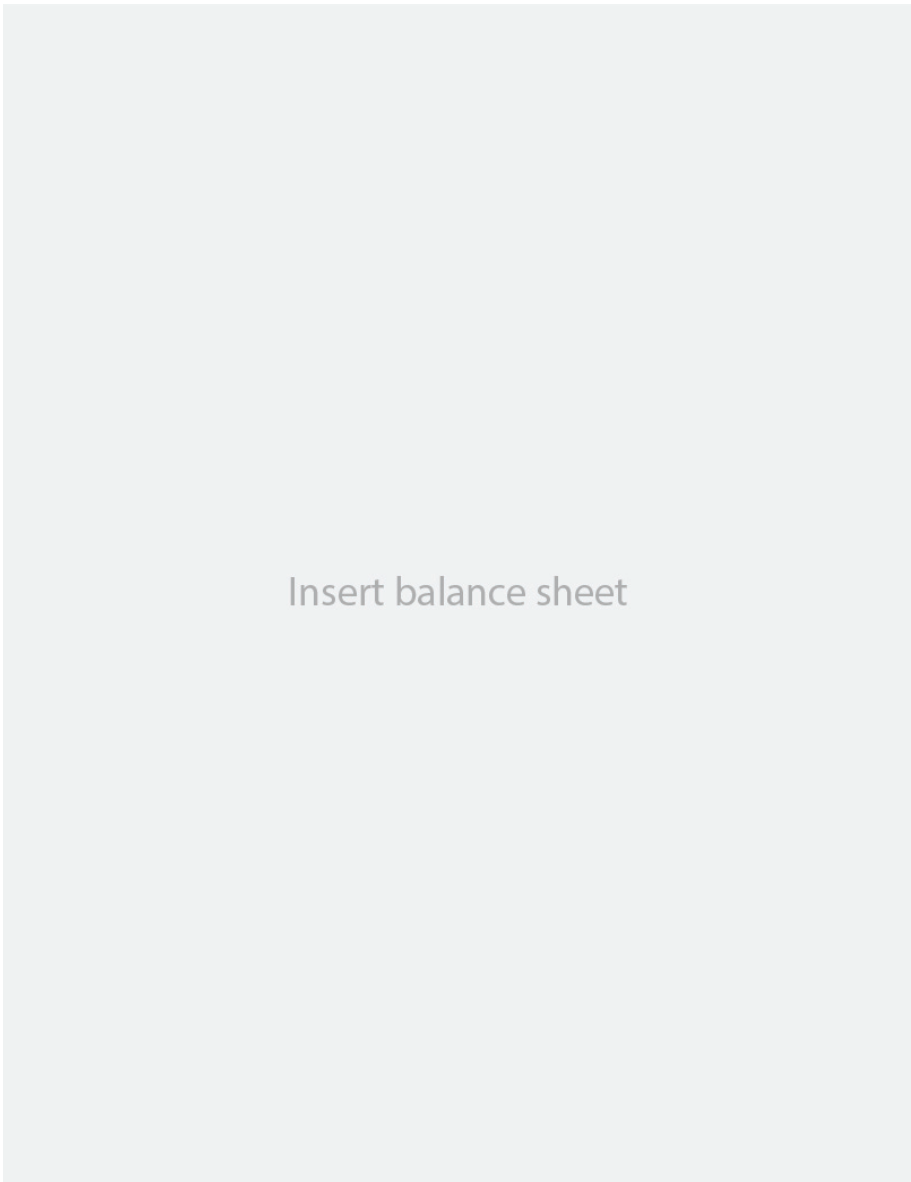
BALANCE SHEET

Below is a field/feature to attach files (.jpgs). *Include your company's balance sheet, a financial document that shows your assets and liabilities at a glance and helps someone determine the equity, or value, of your company. You may also consider attaching financial documents as an appendix item.*



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Balance Sheet (Continued)



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Balance Sheet (Continued)



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FINANCIAL PROJECTIONS

Writing prompt below. Be sure to replace all text in this section. *Add your projected financials here. Be sure this matches your funding request. Idea-stage businesses should include monthly cash flow projections for the first two years or until they achieve profitability (whichever is longer), plus balance sheet and profit and loss projections for the first three to five years.*

Click [here](#) for additional advice on preparing the financial projection section for a more established business.

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Balance Sheet Assumptions

Writing prompt below. Be sure to replace all text in this section. *Using your current financials and knowledge of your upcoming year, forecast your company's net worth at the end of the fiscal year.*

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Add your mission statement here.

First Name, Last Name
Title
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