

# LOCKSMITH BUSINESS PLAN

Company Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Date: \_\_\_\_\_

Prepared By: \_\_\_\_\_

## 1. Executive Summary

**Mission Statement:**

**Vision Statement:**

**Business Objectives:**

Objective 1: \_\_\_\_\_

Objective 2: \_\_\_\_\_

Objective 3: \_\_\_\_\_

**Services Offered:**

## 2. Company Description

**Business Name:** \_\_\_\_\_

**Legal Structure:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Owners/Founders:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Business History:**

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**Unique Selling Proposition:**

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**3. Market Research & Analysis**

**Industry Overview**

**Target Market**

Target Customer	Demographics	Key Needs	Marketing Strategy

**Competitive Analysis**

Competitor 1: \_\_\_\_\_

Competitor 2: \_\_\_\_\_

Competitor 3: \_\_\_\_\_

**Your Competitive Advantage:**

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## SWOT Analysis

<b>Strengths</b>	
<b>Weaknesses</b>	
<b>Opportunities</b>	
<b>Threats</b>	

## 4. Marketing & Sales Strategy

### 1. Pricing Strategy

#### Service 1:

Description: \_\_\_\_\_

Price: \$ \_\_\_\_\_

#### Service 2:

Description: \_\_\_\_\_

Price: \$ \_\_\_\_\_

#### Service 3:

Description: \_\_\_\_\_

Price: \$ \_\_\_\_\_

#### How does your pricing compare to competitors?

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### 2. Promotion Strategy

#### Online Marketing:

Website SEO Plan: \_\_\_\_\_

Social Media Platforms (Facebook, Instagram, etc.): \_\_\_\_\_

Google/Facebook Ads Budget: \$ \_\_\_\_\_

#### Local Marketing:

Flyers, brochures, or local ads: \_\_\_\_\_

Partnerships (e.g., with real estate agents, property managers): \_\_\_\_\_

Community Events/Sponsorships: \_\_\_\_\_

**Referral/Word-of-Mouth:**

Incentives for referrals (e.g., discounts, free services):

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**Other Promotion Tactics:**

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**3. Sales Strategy**

**Lead Generation**

Online Inquiries: \_\_\_\_\_

Cold Calling: \_\_\_\_\_

Partnerships/Referrals: \_\_\_\_\_

**Sales Process:**

Initial Contact Method: \_\_\_\_\_

Conversion Rate Goal: \_\_\_\_\_

**4. Customer Retention Strategy**

**Customer Loyalty Program:**

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**Referral Program:**

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**Additional Value for Existing Customers:**

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## 5. Operations Plan

### Location & Equipment

**Business Location:** \_\_\_\_\_

**Equipment Needed:** \_\_\_\_\_

Locksmith van(s): \_\_\_\_\_

Key cutting machine: \_\_\_\_\_

Lock-picking tools: \_\_\_\_\_

Smart lock programming tools: \_\_\_\_\_

### Service Delivery

\_\_\_\_\_  
\_\_\_\_\_

### Staffing Plan

Number of Locksmiths: \_\_\_\_\_

Administrative Staff: \_\_\_\_\_

Training Programs: \_\_\_\_\_

### Technology & Systems

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 6. Financial Plan

### Startup Costs

Vehicle: \_\_\_\_\_

Tools: \_\_\_\_\_

Website Development: \_\_\_\_\_

Marketing: \_\_\_\_\_

### Break-Even Analysis

Break-Even Formula:  $\text{Fixed Costs} \div (\text{Average Revenue} - \text{Variable Costs per Service})$

<b>Total Fixed Costs</b>	
<b>Average Revenue per Service</b>	
<b>Variable Costs per Service</b>	
<b>Break-Even Point (No. of Services)</b>	

### Time to Break-Even

<b>Estimated Monthly Services</b>	<b>Services/Month</b>
<b>Services per Month</b>	
<b>Break-Even Time (Months)</b>	