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Business Plan Template

Launching a business? After spending countless hours mulling over your business’s concept, products, and services, it’s finally time to bring your vision to life. But whether you’re a new business owner or seasoned entrepreneur, you’ll likely encounter a number of surprises as your business takes off — from supply chain shortages to construction delays. Fortunately, you can eliminate potential roadblocks by thinking ahead and [**creating a detailed business plan**](https://get.doordash.com/en-us/blog/key-ingredients-of-winning-restaurant-business-plan?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template).

Beyond serving as a guide for your growing enterprise, a thorough business plan can also win over key partners, investors, and high-level employees. Business plans summarize all aspects of a business, including the concept, mission, operational strategy, marketing approach, and financial outlook. When done well, you’ll find that a business plan is an incredibly useful tool on your entrepreneurial journey. To guide you through the process of writing one, we’ve created this comprehensive business plan template.

| **How to use this template**   1. Go to **File** > **"Make a Copy"** OR **"Download as"** to make this template your own, private Google Doc. 2. Insert your business’s logo and contact information onto the cover page. 3. Now you’re ready to start filling out each section. Read the instructional tips for guidance. 4. When you’re done, remember to delete these sections showing instructional prompts: “tips,” “introduction,” “conclusion.” 5. Proofread thoroughly to ensure there are no mistakes or spelling errors. 6. Share with mentors, partners, and potential investors for feedback. |
| --- |

Let’s get started.

|  |
| --- |

| *[Insert Your Company Logo or Name Here]*  **Business Plan** |
| --- |

| **Company Name**  Street Address  City, State, Zip Code  Phone Number  Email  Website |
| --- |

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# I. Executive summary

| **Pro tips**  The executive summary is your opportunity to paint a high-level picture of your business. What products or services will you offer? What market will you address? How much funding do you need, if any? Answer these major questions up front to give readers and potential investors a clear understanding of what your company is all about.  The executive summary should succinctly capture the overarching ideas you touch upon in the rest of your business plan. With that in mind, it may be helpful to write the executive summary last, after you have a clear idea of your operations, marketing, and finance plans, as well as any differentiators that distinguish you from competitors. |
| --- |
| *Delete these tips when done.* |

| **Write your executive summary here.** |
| --- |
|  |

# II. Business overview

| **Pro tips**  The business overview should offer a more in-depth look at your business than the executive summary, while still remaining relatively high level. This is the perfect place to explain elements of your brand, the concept behind your business, and to communicate your mission statement or company values. If you’ve already assembled a management team and chosen a legal structure, you can share that information, too. |
| --- |
| *Delete these tips when done.* |

| **Write your business overview here.** |
| --- |
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## Mission statement

| **Pro tip**  A mission statement is a short summary (one to three sentences) explaining why your business exists. Your mission statement should answer what your business does, how it does it, and why. For inspiration, [check out these business mission statements](https://get.doordash.com/en-us/blog/cooking-up-a-memorable-restaurant-mission-statement?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template). |
| --- |
| *Delete these tips when done.* |

| **Write your mission statement in a few sentences.** |
| --- |
|  |

## Branding

| **Pro tips**  Ideally, your business’s brand will immediately resonate with target customers. Describe the attributes of your brand, how they connect with your customer base, and your plans for reinforcing brand identity through a logo, marketing, and store layout.  If you’re opening a restaurant, remember that [a menu is also an extension of your brand](https://get.doordash.com/en-us/blog/menu-engineering-tips?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template). The same goes for products offered by other varieties of businesses, like clothing, home goods, and grocery stores.  Examples of brand attributes include:   | * Youthful * Exclusive * Industrial * Rustic * Feminine | * Elegant * Welcoming * Authoritative * Fun * Serious | | --- | --- | |
| --- | --- | --- |
| *Delete these tips when done.* |

| **Share your branding vision here.** |
| --- |
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## 

## Goals

| **Pro tip**  State any short- or long-term goals you’ve identified. Want to open a second location or achieve $1 million in sales? Briefly explain your vision for the future of your business. Next, list your individual goals in the table below, along with the steps necessary to achieve them and any methods for measuring progress. |
| --- |
| *Delete these tips when done.* |

| **List your goals below.** |
| --- |

|  | **Describe goal** | **How do you plan to achieve this goal** | **How will you measure and track this goal** |
| --- | --- | --- | --- |
| **Goal 1** |  |  |  |
| **Goal 2** |  |  |  |
| **Goal 3** |  |  |  |

## 

## Team

| **Pro tip**  Introduce the founding members of your team. Even if you haven’t hired all of your staff yet, it’s beneficial to highlight the people you do have on board. This will reassure investors and partners that you have a capable team behind you. Feel free to include headshots, bios, and any relevant experience they have. As an added bonus, note any consultants or advisors you’re working with, as well as plans to fill gaps in expertise. |
| --- |
| *Delete these tips when done.* |

| **Add details about your team here.** |
| --- |
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## Legal structure

| **Pro tip**  Share your business’s current or intended legal structure. Do you plan to operate a sole proprietorship, limited liability company (LLC), partnership, or corporation? This is also a good place to note how many owners and investors your business has already, and their percent stake in the business. |
| --- |
| *Delete these tips when done.* |

| **Describe your legal structure.** |
| --- |
|  |

# III. Products and services

| **Pro tip**  One of the most important elements of your business will be the products you sell and/or the services you offer. As the number one driver of sales, your products and services should be well thought out. Share precisely what it is you plan to offer and how you’ll go about providing it.  Next, use the space below to give details about pricing, vendors, and what makes your offerings unique. |
| --- |
| *Delete these tips when done.* |

| **Introduce your products and services here.** |
| --- |
|  |

## Pricing structure

| **Pro tip**  Share your plans for pricing your products or services. Remember to include the price it costs to manufacture each item or provide each service along with the anticipated profit on each offering. It also helps to contextualize these numbers within the larger market by noting whether your prices fall above or below the industry average in your area. |
| --- |
| *Delete these tips when done.* |

| **Price out your products or services here.** |
| --- |

| **Product/service** | **Cost of Goods Sold** | **Labor** | **Sale price** | **Profit** |
| --- | --- | --- | --- | --- |
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## Vendors

| **Pro tip**  If you’ll be working with vendors to supply products to your business, list them here, along with their contact information and inventory they’ll provide. It’s important to show investors and partners that your vendors are reliable. Have you worked with these suppliers before? How do you know their product is high-quality? Provide any information you can about your supply chain strategy. |
| --- |
| *Delete these tips when done.* |

| **List out your top suppliers here.** |
| --- |

| **Vendor name** | **Address** | **Address** | **Inventory supplied** |
| --- | --- | --- | --- |
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## Competitive advantage

| **Pro tip**  In order to run a successful business, you’ll need to distinguish yourself from the competition. If you’re opening a restaurant, for instance, maybe you’ll source ingredients from a high-quality organic farm that few people know about. Or maybe your flower shop uses a unique vase for its floral arrangements that’s unlike any other in the business. Explain what it is about your products or services that sets you apart. |
| --- |
| *Delete these tips when done.* |

| **Explain your competitive advantage here.** |
| --- |
|  |

# IV. Industry analysis

| **Pro tip**  In this section, explain how your business fits into the larger market. To do so, you’ll need to conduct ample research about your local area, including demographics, average income, and current and projected economic performance. You’ll also need to discuss your business’s potential competitors, as their performance can be a good indicator of how your own business will fare. |
| --- |
| *Delete these tips when done.* |

| **Summarize your industry analysis here.** |
| --- |
|  |

## 

## Location analysis

| **Pro tip**  Describe the location you’ve chosen for your business and share information about the area that factored into your decision, like the local population, infrastructure, and economy. Who shops in the area? Is there a high volume of foot traffic near your store each day? What other shops are nearby? Explain why the location you chose is right for your business. |
| --- |
| *Delete these tips when done.* |

| **Write your location analysis here.** |
| --- |
|  |

## Target customers

| **Pro tip**  Your target customers are the people who are most likely to pay for your product or service. Based on your consumer research, describe who these people are. Include details like how much they make, what they’re willing to pay for your product or service, and any relevant information about their spending habits.  Keep in mind that your target customers should live near or frequently travel through the location you’ve chosen for your business. |
| --- |
| *Delete these tips when done.* |

| **Define your target customers here.** |
| --- |
|  |

## Competitive analysis

| **Pro tip**  Understanding your target customers is only the first step in gaining a steady following. You also need to know what other businesses they frequent and why. Explain how many competitors are in the surrounding area and share anything that could give you a competitive edge, from longer operating hours to a nearby parking lot. Add notes into the competitive matrix below. |
| --- |
| *Delete these tips when done.* |

| **Detail your competitive analysis here.** |
| --- |

|  | **[Your business name]** | **Competitor 1** | **Competitor 2** |
| --- | --- | --- | --- |
| **Location** |  |  |  |
| **Hours** |  |  |  |
| **Quality** |  |  |  |
| **Price** |  |  |  |
| **Service** |  |  |  |
| **Reputation** |  |  |  |
| **Expertise** |  |  |  |
| **Other** |  |  |  |

## Regulations

| **Pro tip**  What local, state, and federal regulations apply to your business? In addition to a business license, you may need permits for renovating your storefront, selling food or alcohol, or hanging a sign on your building.  It’s important to familiarize yourself with these regulations up front so you don’t fall into any unexpected legal trouble. What’s more, sharing these details will show inventors and partners you’ve done your homework. |
| --- |
| *Delete these tips when done.* |

| **Compile updated regulations that are relevant to your business here.** |
| --- |
|  |

# V. Operations plan

| **Pro tip**  This section should provide an overview of your business’s day-to-day operations. Describe the responsibilities of each staff member, how much they’ll get paid, and any employee-related policies and procedures. Next, dive into the business’s other policies, from days of operation to customer service procedures. |
| --- |
| *Delete these tips when done.* |

| **Present your operations plan here.** |
| --- |
|  |

## Organizational structure

| **Pro tip**  Businesses thrive under a clear chain of command. By solidifying your organizational structure from the beginning, you can create accountability and a path for employee advancement.  Use this space to detail each position’s responsibilities and requirements. For a visual aid, feel free to edit the org chart below. |
| --- |
| *Delete these tips when done.* |

| **Fill out your organizational structure below.** |
| --- |

*Double-click to edit the org chart.*



## 

## Employment policies

| **Pro tips**  It’s important to have clearly defined policies and procedures for your employees. Detail how employees will be paid (hourly or salaried), any benefits they’ll receive, and policies for bonuses or overtime.  Additional human resources considerations include:   | * Hiring guidelines * Job descriptions * Interview questions * Recruiting processes | * Employee handbook * Time sheets * Training resources * Complaint filing | | --- | --- | |
| --- | --- | --- |
| *Delete these tips when done.* |

| **Specify your employment policies here.** |
| --- |
|  |

## Health and safety standards

| **Pro tip**  If you’re running a restaurant or food establishment, there are a number of health and safety standards you and your staff will have to meet, from food to occupational safety. Devise a plan for abiding by these and detail it here. |
| --- |
| *Delete these tips when done.* |

| **Identify your health and safety standards here.** |
| --- |
|  |

## Delivery

| **Pro tip**  Across a number of industries, delivery has rapidly grown in popularity as a way to provide convenience and reach new customers. Will your business accept online orders? If so, who will fill them and deliver your product?  Explain your plan for delivery, whether you’ll be hiring your own drivers or using [a third-party platform like DoorDash](https://get.doordash.com/?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_BOF_SSM_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template). |
| --- |
| *Delete these tips when done.* |

| **Lay out your delivery plan here.** |
| --- |
|  |

# VI. Marketing plan

| **Pro tips**  Regardless of how wonderful your product or service is, you won’t generate sales unless customers know you exist. Think about any local news coverage you’ve secured, recent advertising efforts, or your digital marketing strategy, and describe them here. Do you have access to a list of potential customers that you can contact to announce a grand opening?  Consumers also want to know that the businesses they shop at care about their community. Making a plan can help you identify ways to make community involvement a priority. |
| --- |
| *Delete these tips when done.* |

| **Write an introduction to your marketing plan here.** |
| --- |
|  |

## Digital marketing

| **Pro tip**  These days, a [strong online presence](https://get.doordash.com/en-us/resources/restaurant-website-marketing?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template) is an integral part of building a successful business. Customers frequently use search engines, social media, and user-generated review platforms to find places to shop and dine. What’s your plan for responding to online reviews regarding your business? What social media platforms will you use? Use this section to describe your plan. |
| --- |
| *Delete these tips when done.* |

| **Write your Digital Marketing plan here.** |
| --- |
|  |

## Community engagement

| **Pro tip**  Community involvement is important for a growing business, both for networking and [building a glowing reputation around town](https://get.doordash.com/en-us/blog/how-to-nail-your-restaurants-local-marketing-strategy?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template). Share your plan for staying engaged with your local community, whether it involves gathering donations, hosting events, or supporting other organizations’ philanthropic endeavors. |
| --- |
| *Delete these tips when done.* |

| **Plan out your community engagement strategies here.** |
| --- |
|  |

## Customer retention

| **Pro tip**  Once you get a steady stream of customers flowing through your door, how will you keep them coming back? In a crowded market, it's important to stay top- of- mind. Perhaps you have plans to create a database of customer emails or a loyalty program for perks.  Explain the details in this section, including how each strategy would work, any equipment you need to make it possible, and promotions you plan on offering. |
| --- |
| *Delete these tips when done.* |

| **Write your customer retention plans here.** |
| --- |
|  |

# VII. Financial analysis

| **Pro tip**  The financial analysis section is your chance to use numbers to win over potential investors. Share any investments that have been made in your business or loans you’ve taken out. Next, share key projections about your business’s performance and growth over the next several years. How much revenue do you need to break even? How much to make a profit?  Remember that all your numbers should be realistic and backed by data. Use charts, graphs, and other visual aids to help tell the story. |
| --- |
| *Delete these tips when done.* |

| **Write an introduction to your financial analysis here.** |
| --- |
|  |

## Startup expenses

| **Pro tip**  Of course, before you open your doors to customers, you’ll need plenty of capital to rent a storefront, stock the store, buy raw materials, pay staff, and more. But while you’ve likely considered these up front expenses, keep in mind that you might not be profitable right away.  According to [The Restaurant Times](https://www.posist.com/restaurant-times/restro-gyaan/how-to-manage-restaurant-finances-and-reach-breakeven.html), the average casual dining restaurant takes 18 months to turn a profit, while the average fine dining restaurant takes at least two years. Estimate when your business will become profitable, and make sure you have funds to cover early costs. Record anticipated expenses in the table below. |
| --- |
| *Delete these tips when done.* |

| **Itemize your startup expenses here.** |
| --- |

|  | **Year 1 expenses** | **Year 2 expenses** | **Year 3 expenses** |
| --- | --- | --- | --- |
| **Rent** | $ -- | $ -- | $ -- |
| **Utilities** | $ -- | $ -- | $ -- |
| **Insurance** | $ -- | $ -- | $ -- |
| **Technology** | $ -- | $ -- | $ -- |
| **Labor** | $ -- | $ -- | $ -- |
| **Permits** | $ -- | $ -- | $ -- |
| **Marketing** | $ -- | $ -- | $ -- |
| **Merchandise /**  **Raw Materials** | $ -- | $ -- | $ -- |

## Investment plan

| **Pro tip**  When investors size up a new business, they want to know where exactly their money will go. If you’re hoping to get funding, share how much capital you need and where you plan on spending it, whether on equipment, a new storefront, or early operational costs. |
| --- |
| *Delete these tips when done.* |

| **Stipulate your plans for investments here.** |
| --- |
|  |

## Profit and loss projection

| **Pro tip**  Even if you haven’t made any sales yet, you can still devise a projected [P&L statement](https://get.doordash.com/en-us/blog/understanding-your-business-pl?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template) by estimating future income and costs. Conduct industry research into how much product you can expect to sell, and tally up all anticipated expenses. |
| --- |
| *Delete these tips when done.* |

| **Estimate your profit & loss here.** |
| --- |
| For more help calculating your projected P&L,  [download DoorDash’s free P&L template](https://get.doordash.com/en-us/resources/profit-loss-statement-template?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template). |

## Expected cash flow

| **Pro tip**  Needless to say, you should aim to generate more money than you spend. To determine expected net cash flow, choose a timeframe and subtract your anticipated expenses from your anticipated income. Be sure to demonstrate how you arrived at both numbers. |
| --- |
| *Delete these tips when done.* |

| **Calculate your expected cash flow here.** |
| --- |
| Your [restaurant budget plan](https://get.doordash.com/en-us/blog/budgeting-101-how-to-create-and-follow-a-restaurant-budget-plan?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_TOF_OTH_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template) can be a good resource  to refer to while completing this section. |

## Break-even analysis

| **Pro tip**  A break-even analysis shows how many units you must sell in order to cover fixed and variable costs. The lower your costs, the fewer sales you’ll need to break even.  To calculate this, refer back to the pricing structure you outlined in the [Products and Services section](#_ap7pjs28f8u4), and the expenses you calculated in your [P&L statement](#_d1pmtep6f0le). |
| --- |
| *Delete these tips when done.* |

| **Present your break-even analysis here.** |
| --- |
|  |

|  |  |
| --- | --- |
| *[Insert Company Logo Here]* | **Company Name**  Street Address  City, State, Zip Code  Phone Number  Email  Website |

|  |
| --- |

# 

# 

# Conclusion

Congratulations! You’ve completed the business plan template. Now you’re ready to woo investors, partners, and employees and tackle the hardest days of launching a business — the early ones.

Before distributing this document, remember to go back and remove the introduction and all instructions. If you can, find a friend or family member to proofread your work and ask clarifying questions. This will help you refine your ideas and elaborate on any assumptions.

Need additional help positioning your business for success? DoorDash helps businesses across the dining, grocery, convenience, floral, and pet industries reach new customers through delivery and pickup. Learn more about [**getting started with DoorDash**](https://get.doordash.com/?utm_source=Web&utm_medium=Direct&utm_campaign=MX_US_DIR_OCT_SHD_MKT_RES_BOF_SSM_ENG_5_CUSXXX___Downloadable-Q321-Business-Plan-Template).