

Free template

Business plan template

Show lenders how your business makes money and how you'll repay a loan.

Business name	
Prepared by	
Phone and email	
Date	

How to use this template

A well-written business plan can improve your chances of getting approved for a small-business loan. Many lenders require one, and it's your chance to show them why your business is worth investing in. Plans usually run 20 to 30 pages once you add your financial statements and appendix.

1. Work through the sections in order — but save the executive summary for last.
2. Click any white box and start typing. Gray text is guidance on what to include.
3. Skip any prompt that doesn't apply to your business. If you need more room, attach extra pages to your plan.
4. Save a copy with your business name so the blank template stays clean.

Section 1 of 10

Executive summary

This is the first — and often most important — part of your plan that lenders read. Think of it as an elevator pitch for your company and your loan request.

Mission statement One or two sentences on why your business exists.	
Business at a glance What you sell, where you're located, how many employees you have.	
Management team Who runs the business and what they bring.	
Financial highlights Revenue, profit and anything else that shows stability.	
Funding request How much you need and how you'll use it.	
Growth plans A breakdown of where you're headed. This builds a lender's confidence.	

Section 2 of 10

Company overview

Describe your business in more detail and highlight its strengths. If you didn't explain the problem your business solves in the executive summary, do it here.

Company background When you were founded, your business entity type and your history.	
Problem you solve What your customers need and how you meet that need.	
Competitive advantage For example, a convenient location or specialized expertise.	
Key milestones For example, opening a second location or growing your customer base.	
Experts and advisors Industry experts on your team, plus any relevant professional relationships.	

Section 3 of 10

Products and services

Show there's a need for what your business offers. Explain how customers use your products and services and how they benefit.

What you offer Describe each product or service and who it's for.	
Customer benefits How your products and services make customers' lives or businesses better.	
Equipment and materials What you need to provide your goods and services. This is especially helpful if you're seeking equipment or inventory financing.	
Patents and copyrights List any you hold.	

Section 4 of 10

Market analysis

Show you've done your homework. Demonstrate that you understand your industry, its outlook and trends, your target market and your competitors.

Industry outlook and trends Where your industry is headed.	
Target market Who your customers are.	
Where you'll find customers Channels, locations or communities.	
How you'll deliver How your products and services reach customers.	
Buying frequency How often customers might buy from you.	
Seasonality Will there be seasonal peaks or steady demand?	

Your competitors

Competitor	What they do well	How you stand out

Section 5 of 10

Marketing and sales plan

Explain how you'll attract customers and build a client base. This shows a lender how you're going to make money to repay your debt.

How you'll attract customers For example, advertising, PR or trade shows.	
How you sell and deliver Your sales process, from first contact to delivery.	

Sales goals

Goal	Target	How you'll get there

Section 6 of 10

Operational plan

Cover the physical requirements of running your business day to day. Skip anything that doesn't apply.

Location and facilities Where you operate and what the space requires.	
Equipment and vehicles What you own, lease or plan to buy.	
Inventory and supplies What you need on hand and who supplies it.	
Production goals and timelines Targets you're working toward and when.	
Quality control and customer service How you keep customers happy.	

Section 7 of 10

Management team

Show how your business is organized. A lender should understand why you and your team are qualified to run the business — even if you're a startup.

Name	Role	Relevant experience	Ownership

Organizational structure Describe how your team is organized, or add an org chart.	
Board and consultants List any board members or outside consultants and their roles.	

Section 8 of 10

Funding request

Spell out what you're asking for and why. Be specific — lenders want to see you've thought it through.

Amount requested	
Type of financing For example, a term loan or business line of credit.	
Repayment term How long you need to pay it back.	
Why you need it The problem this funding solves or the opportunity it unlocks.	

How you'll use the funds

Use of funds	Amount	% of total
Total		100%

How you'll pay it back Tie repayment to the revenue and cash flow in your plan.	
Future funding needs Any funding you expect to need over the next five years, plus your strategic financial plans.	

Section 9 of 10

Financial statements

This is one of the most important sections of a loan business plan. Use your financials to prove to a lender that your business is stable and can repay debt.

Include with your plan

Three to five years of each:

- ☐ Income statements
- ☐ Cash flow statements
- ☐ Balance sheets

Helpful extras:

- ☐ Expense analysis
- ☐ Break-even analysis
- ☐ Capital expenditure budgets
- ☐ Projected income statements
- ☐ Projected cash flow statements

Startup? Add your projections

If you don't have much historical data, estimate your costs and revenue. Graphs and charts make good visual aids here.

	Year 1	Year 2	Year 3
Revenue			
Expenses			
Net profit			

Key assumptions

Explain the numbers behind your projections.

Collateral

List any assets you could pledge to secure a loan.

Asset	Estimated value	Notes

Section 10 of 10

Appendix

Add supporting information and documents here, as needed. Check off what you've included.

- ☐ Credit histories
- ☐ Resumes
- ☐ Letters of reference
- ☐ Product pictures
- ☐ Licenses
- ☐ Permits
- ☐ Contracts
- ☐ Other relevant legal documents

Nerd Tip

Need a hand? SCORE offers free mentors who can review and refine your plan, and your local Small Business Development Center can help with business planning and finding access to capital.