
A professional business plan should include the following content

The text part

The business plan text part is the formulated summary of your business idea. On the following key points should enter your business plan:

Business idea

- Presentation of your idea
- Product or service
- Added value
- Competitive advantages
- Unique selling proposition
- Services
- Customer benefit
- Status Quo Product or Service
- Company launch
- Measures and timetable for implementation

Target group analysis

- Target audience
- Target region
- Customer requirements
- Existing customers
- Customer structure
- Description of customers
- Price perception of the customers
- Market volume within the target group

Market analysis

- Market structure
- Competitive product offering
- Price of competing products
- Market potential

Marketing and Sales

- Added value for customers
- Advantages of your product or service
- Pricing strategy
- Advertising schedule
- Justification of the chosen communication measures
- Sales channels
- Communication timetable
- Sales and marketing costs

Competitor analysis

- Advantages and disadvantages Competitor's product range
- Characteristics, price structure of the competitor's offer
- Differentiation from competition
- Details about your competitor(s)

Location/site analysis

- Choice of location
- Justification for the location
- Conditions
- Catchment
- Infrastructure and transportation?
- Disadvantages and solutions for these

Pricing strategy

- pricing strategy
- explanatory memorandum
- Detailed pricing on a unit cost basis

Founder or founding team

- Participating founders
- Professional qualifications
- Personal qualifications
- Missing properties and how to deal with them
- Commercial experience
- Industry know-how
- Family support
- Health
- Existing financial obligations

Opportunity and risk analysis

- Opportunities for positive corporate development
- Problems that prevent the positive development of the company and how to deal with them

Financial planning

The financial planning section in a business plan is the translation of the text part into figures, data and calculations. The section should include the following key points:

Investment planning

- Total capital requirement
- Equity ratio
- Cost documents
- Ratio of equity to debt capital?

Sales plan

- Sales in the next three years
- Base figures for the calculation

Cost planning

- Costs for the next three years
- Justification for this

Gross profit calculation

- Pricing
- Material and goods costs per unit
- Contribution margin

Profitability planning

- Sales in the next three years
- Costs for the next three years
- Profit development in the next three years

Liquidity planning

- Monthly cash inflows for the next three years
- Monthly cash outflows for the next three years
- Monthly repayments and interest
- Liquidity reserve
- Investment cost



About Businessplan.org

We are professional business plan experts

We are not corporate consultants who occasionally create business plans when they are needed. We are **experienced business consultants who have specialized in the preparation of professional business plans** for companies and business founders for 10 years. Our services are highly appreciated by companies ranging in size from one-person start-ups to large companies with hundreds of employees.

Benefit from our business plan expertise

Our business plan specialists write **more than 300 business plans each year** and have...

- sound qualifications in business management (MBA and the German equivalents, CPAs, and Auditors)
- expertise gained from past professional strategic consulting (for example, Roland Berger, McKinsey, pwc, etc.), at banks (e.g., lending departments), and for relevant venture capital companies
- at least 5 years of practical experience as project managers responsible for creating business plans
- proven experience, with at least 100 business plans under their belts
- at least 50 personal, positive references or recommendations
- wide ranging industry expertise (60 business plan consultants with a wide variety of industry specializations)
- sound expertise in the field of analyzing business plans (volunteering at business plan competitions, past experience with venture capital companies, or loan departments at banks)
- personal commitment

You've come to the right place at Businessplan.org if you want a [business plan created just for you](#) or need comprehensive advice...

Thanks to our **many years of experience, our network of experts, and high volume of business plans created each year**, we know very well...

- what banks, investors, and grant-making institutions are explicitly looking for
- which key figures are decisive in your business plan
- which industry specifics should be covered
- which market and industry data should be included
- which prices, sales, costs, etc., can be realistically estimated
- how to convince the readers of your business plan to invest in your business.

We offer customized solutions based on your [business plan objectives](#) and your [specific market and industry requirements](#).