

Business Plan for

Mission Statement

Enter a description of your business. The description of your business should identify your goals and objectives. It should clearly state why you are in business or why you want to be in business.

Market Analysis - Customer Profile

Identify what type of customers you are targeting. Target those customers who are most likely to purchase your product or service.

Marketing Plan

Clients/customers will be obtained through advertising, flyers, referrals, television advertising, and business website.

Name:

Date: 06/27/2007

Projected Income & Expense Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Income					
Fee Based Income					
Hourly Fees					
Commissions					
Financial Plans					
Other Income					
Total Income	0	0	0	0	0
Expenses					
Advertising					
Bank Charges					
Car Expenses					
Commissions					
Depreciation					
Dues					
Employee Benefits					
Health Insurance					
Retirement					
Equipment					
Insurance					
Errors & Omissions					
Liability					
Workers Comp					
Interest					
Licenses					
Meals & Entertainment					
Office Supplies					
Professional Fees					
Accounting					
Legal					
Rent					
Repairs					
Seminars					
Software					
Subscriptions					
Taxes					
Business					
Payroll					
Property					
Telephone					
Travel					
Airfare					
Lodging					
Auto Rental					
Utilities (Gas, Electric, Water)					
Wages & Salaries					
Total Expenses	0	0	0	0	0
Net Profit/Loss	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>