**Simple business plan - from Etablerertjensten**You can use this simple business plan either for yourself only, or as a sparring document between yourself and your   
 business support adviser or another sparring partner. If the purpose is to use it for yourself only this document could be used both as a checklist of what to think through with regards to developing your business as well as being a check list for what to include in a more professional looking business plan.

**0. Executive Summary (1-2 pages)** – here you highlight points from rest of your plan (points 1-6)

**1. Business idea, goals (½-1 page)**

* Short description of your business idea:  
  (What exactly are you going to offer? Try to incorporate in your description:   
  A) the uniqueness of your concept/product compared to existing solutions in the market place,   
  B) what needs(problems) will be solved by your offer and how this is done better than competitors?)
* Vision (f.ex where is company 5-10 years from now?)
* Goal description (Examples: Sales targets, when be able to take out salary, when making a profit)

**2. Management and organisation (1- 1½ page)**

* Descriptions of the founders/team members - qualifications (formal/informal? key strengths of   
  team members to make project happen)
* Organisation? Corporate form? Management/Staffing? (Roles and job tasks)
* Any other in the network that contributes in the business project?   
  (Who? Shortly describe their value/strength/input to the project)

**3. Product/Services (2-4 pages)**

* Specify which products/services you are going to sell (rank them in order of importance)   
  – just add a short description of main products/services and why it will sell?
* Name of the company or/and concept? (Explain why that name chosen)
* Logo/design, domain, any brand considerations? (explain your considerations)
* Special regulations/rules/regulations you have to take into account

**4. Market and competition (1-2 pages)**

* Market scope and size? (if not possible to gain market figures, consider to make an estimate)
* Market trends (favouring the introduction of your product or service)
* Customers? Who are your target customers? Different customers segment?   
  Can you describe their buying process including likely criteria for buying?
* If relevant - most common distribution alternatives for this type of product/service?
* Competitor – if any? (Describe their strengths/weaknesses)

**5. Marketing and sales plan (2-5 pages)**

Describe shortly strategies/activities regarding the 4 Ps and sales

* Product? (Key products/services; what is in place and what to do before launch?)
* Pricing? (What will be the prices of your products or services? Will you use price as a tool?)
* Place? (What distribution channel(s) will you choose? Location of your business?)
* Promotion? (How are you going to make your products/services known?)
* How to organise your sales?  
  - Describe your sales plan and strategies to achieve sales targets

**6. Budgets (2-4 pages)**

* Operational budget, sales budget

**7. Action plan**

* Action plan for coming period. This could include a TODO plan including description of   
  activities to undertake, responsible person and milestone deadlines

**8. Appendices (contracts, papers backing your business idea)**

Templates: [www.startupromerike.no](http://www.startupromerike.no/) (Gründer-ressurser) www.inclusion.no (Ressurser)  
Video explanation - how to fill out a simple business plan: https://bit.ly/bssplan