**Business Plan**

for

**YOUR COMPANY NAME**

dated Month Day, Year

For further information please contact:

Your Name Here

Your email address

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# Executive Summary

Enter your content here - following the guidelines presented in the CBA Business Plan Workbook.

# The Company

# Mission Statement

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# General Business Overview

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# Company Structure

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# Location

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# Key Personnel / Management Team

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# Strengths and Weaknesses

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# Competitive Advantage

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# Products and Services

# Product / Service Overview

# Summary Description

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# Value Proposition

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# Competitive Advantage

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# Customer Placement

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# Delivery Capability

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# Current Status

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# Cost of Sales

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# Projections

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# Legal / Other

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# Markets & Marketing Plan

# Market Research

# Summary Description

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# Value Proposition

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# Market Survey

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# Market Penetration

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# Sales Strategy

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# Operating Plan

# Overhead Costs

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# Assets & Equipment

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