



Business Overview

Date: / /

Business Name

Brief Description

Type of Product

- Physical Product
- Physical Service
- Digital Product
- Digital Service

Business Sales Location

- Storefront
- Website
- Social Media
- Home

Target Market

- Local
- International

The Business Will Sell To

- To an end Consumer
- To Another Business





Core Concept

Date: / /

What product or
service do you
offer?

Who is your ideal
client?

How can you
reach your
ideal clients?





Value Proposition

Date: / /

Why do your customers buy from you?

What makes your product better?

What are the main points you solve?

What is your unique selling point?



Competitor Research

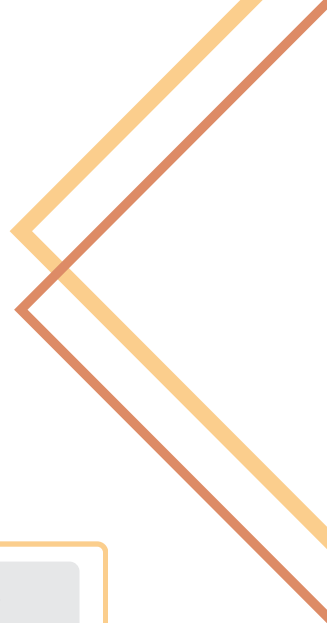
Date: / /

Top 3 Competitors	What Do They Offer
_____	_____
_____	_____
_____	_____

What are their strengths and weaknesses?

How do they reach their customers?

What is the range of their pricing?



Marketing Plan

Date: / /

Channel	Marketing Tactics	One Time Cost	Monthly Cost
Total Cost			

