



A large, empty rectangular box with a thin orange border, intended for a business plan or drawing.

Five horizontal blue lines, intended for additional text or notes.

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you by **ACT Insurance.**





Business Plan for

1. Executive Summary of the important points of your business plan.

2. Mission and Vision Statements: Why your business exists, its future aspirations and how it wants to impact the world.

3. Business Description: What your business is about, what services you offer, and the clientele you serve.



Business Plan for

4. Market Analysis: An overview of your competitors, your audience, and the state of your market and how it's changing.

5. Financial Projections: How much revenue your business generates, what it spends, what you expect to make in the future, and any funding needs you've identified.

6. Organization and Management: The managerial hierarchy and functional departments within your business.



Business Plan for

7. Marketing Plan: Your products, pricing, and how you'll position your business in the market and promote it, and where you will do business.

8. Business Goals: Specific, time-based goals you want to achieve and measures you'll use to gauge your success in reaching them.