

# Create a Business Plan

Fail to plan...plan to fail! Everyone should have a plan for their business and if you don't, you can start right now! I've prepared a few simple methods for you to think about where you want your business to be and how you can get there.



## Problem

What problems are you trying to solve?

## Solution

How will you solve these problems? Write down a solution for each problem.

## Unique Value Proposition

How will you turn an unaware visitor into an interested customer?

## Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

## Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

## Existing Alternatives

What else is out there in the market? who are your competitors?

## Key Metrics

How will you measure the success of your product or service? List the key metrics.

## High Level Concept

How does your product or service fit into the grand scheme of things?

## Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships?

## Early Adopters

What are the specific characteristics of your early adopters?

## Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

## Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

# SWOT Analysis

Find Your Competitive Position with a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis.

What are you offering your target customers? How can they benefit from the features of your product or service?

Try and map out your strengths & weaknesses on the next few pages.





## Strengths

What advantages does your business have? What do you do better than anyone else? What are your unique selling points?

## Weaknesses

What areas can you improve on? What does your business/offering lack? What things do your competitors do better than you?

## Opportunities

What changes in technology, policies, and social patterns can be a growth opportunity for you?

## Threats

What are the obstacles to your growth? Who are your competitors? What changing factors can threaten your position?

# Your turn...



Strengths



Weaknesses



Opportunities



Threats

# 4Ps of Marketing

Position Your Product or Service with the 4Ps of Marketing

The 4Ps of Marketing illustrates how product, price, place, and promotion work together when a product or service is launched to customers. Think about the 4 Ps on the next couple of pages and what your plans are for your business.





## Promotion

Ads  
Social Media  
Email  
Video

Promotion is how you will get the word out about your product or service to your target customers. It includes advertising, public relations, and promotional strategies.

## Place

Stores  
Website  
Online Marketplace

Place refers to how and where your customers will look to see your product or service. It also considers how you will deliver the product or service to them.



# Mission, Vision, and Values

State Your Mission, Vision, and Values

Clearly defining your mission, vision and values is a powerful way to align you and your team and reach your goals.



## Mission

Mission is the reason why your business exists. It is the visible and tangible effect you want your business to create for your customers and the world.

## Vision

Vision is what success looks like for you & your business. It is what your business aspires to be in the future. It is how the world will look like once you've accomplished your mission.

## Values

These are the guiding principles that will influence your actions to fulfill your mission and vision.



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Hi! I'm Becki. I trained and qualified as an accountant in 2010 where I started working for traditional firms and quickly learnt it wasn't for me.

I didn't have time to get to know my clients, or give them the timely advice they really needed. I didn't want to charge my clients by the hour or provide them with 'archaeological accounting', so I built something better — an accountancy practice built around real, inspirational businesses. Welcome to Lagom Finance.

I've created this business plan template to help you get started!

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