

# Business Plan

Company \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_



## Executive Summary

- ◆ Include a brief overview of your entire business plan. Briefly describe your business and why it is special.



## Product and Services

- ◆ Include the kind of yoga classes you will offer and pricing/membership options.



## Business Operations

- ◆ Outline the duties and responsibilities of each staff member. This includes managers, trainers, cleaners, or front desk personnel. Include pay rates and requirements of each position.



## Target Market

- ◆ Outline your ideal customer and the demographics of your target market. How will you attract them and what obstacles will you have to overcome to attract them (competition, price, etc).



## Location Breakdown

- ◆ Describe the location and space of your yoga studio. Include any renovation and construction plans.



## Sales and Marketing Strategy

- ◆ Include specific marketing strategies, brand identity, and promotions. What marketing channels will you be using and how do you plan on generating sales?



## Funding Plan

- ◆ How do you plan on funding your business? If you already have funding in place, include that as well. How much funding will you need?



## Financial Analysis

- ◆ Include a detailed breakdown of your startup and ongoing cost. What is your projected growth and break-even point? When will you expect to see some profit?