

Business Plan Template & Guide

STALLIONGATES CAPITAL *Private Capital Solutions & Investments*

Phone: +1-702-690-7033 | **Email:** lauren@stalliongatescapital.com | **Web:**
www.stalliongatescapital.com

USA | UAE | KSA | UK

Introduction

A well-crafted business plan demonstrates to lenders that you have a clear vision, understand your market, and have a realistic path to profitability. This guide will help you create a compelling business plan that strengthens your loan application.

1. Executive Summary

Write this section last, but place it first. Keep it to 1-2 pages.

Company Overview:

Mission Statement:

Products/Services:

Target Market:

Competitive Advantage:

Financial Highlights:

Metric	Current	Year 1 Projection	Year 2 Projection
Revenue	\$	\$	\$
Net Profit	\$	\$	\$
Employees			

Funding Request:

Amount Requested	\$
Purpose of Funds	
Repayment Timeline	

2. Company Description

Legal Structure: LLC Corporation Partnership Sole Proprietor

Date Established: _____

Location(s): _____

Company History:

Vision Statement (Where do you see the company in 5 years?):

3. Products & Services

Primary Products/Services:

Product/Service	Description	Price Point	% of Revenue

Unique Value Proposition:

Future Products/Services Planned:

4. Market Analysis

Industry Overview:

Target Market:

Demographic	Description
Age Range	
Income Level	
Location	
Industry (B2B)	
Company Size (B2B)	

Market Size:

Metric	Value
Total Addressable Market (TAM)	\$
Serviceable Available Market (SAM)	\$
Serviceable Obtainable Market (SOM)	\$

Market Trends:

1.

2.

3.

5. Competitive Analysis

Direct Competitors:

Competitor	Strengths	Weaknesses	Your Advantage

Barriers to Entry:

Competitive Advantages:

Lower pricing Superior quality Better location Proprietary technology Stronger relationships Faster service Unique expertise Other: _____

6. Marketing & Sales Strategy

Marketing Channels:

Digital advertising Social media Email marketing Content marketing Trade shows Direct sales Referrals Partnerships Other: _____

Customer Acquisition Cost (CAC): \$ _____

Customer Lifetime Value (CLV): \$ _____

Sales Process:

1. _____

2. _____

3. _____

Marketing Budget: \$ _____ per month / year

7. Operations Plan

Location & Facilities:

Equipment & Technology:

Key Suppliers/Vendors:

Vendor	Product/Service	Terms

Production/Service Delivery Process:

8. Management Team

Key Personnel:

Name	Title	Experience	Responsibilities

Advisory Board (if applicable):

Organizational Chart:

Attach or describe your company's organizational structure

9. Financial Projections

Revenue Projections:

	Year 1	Year 2	Year 3
Revenue	\$	\$	\$
Cost of Goods Sold	\$	\$	\$
Gross Profit	\$	\$	\$
Operating Expenses	\$	\$	\$
Net Profit	\$	\$	\$

Break-Even Analysis:

Monthly Fixed Costs	\$
Average Sale Price	\$
Variable Cost per Unit	\$
Break-Even Point (Units)	
Break-Even Point (Revenue)	\$

Cash Flow Projection (Monthly for Year 1):

Attach detailed monthly cash flow projection

10. Funding Request & Use of Funds

Total Funding Requested: \$ _____

Use of Funds:

Category	Amount	% of Total
Equipment/Machinery	\$	
Inventory	\$	
Working Capital	\$	
Marketing	\$	
Hiring/Payroll	\$	
Real Estate	\$	
Debt Refinancing	\$	
Other: _____	\$	
TOTAL	\$	100%

Repayment Plan:

11. Appendix

Include the following documents:

- Personal Financial Statements (all owners 20%+)
- Business Tax Returns (2-3 years)
- Personal Tax Returns (2-3 years)
- Bank Statements (3-6 months)
- Profit & Loss Statements
- Balance Sheet
- Accounts Receivable/Payable Aging
- Business Licenses & Permits
- Articles of Incorporation/Organization
- Operating Agreement
- Lease Agreements
- Key Contracts
- Resumes of Key Personnel

Tips for Success

DO:

- Be specific with numbers and projections
- Support claims with market research

- Be realistic about challenges and risks
- Show how you'll use the funds to grow
- Demonstrate your industry expertise

DON'T:

- Overestimate revenue projections
 - Underestimate expenses
 - Ignore competition
 - Leave sections blank
 - Use jargon without explanation
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Need Help?

Our team at Stalliongates Capital can help you refine your business plan and prepare a compelling loan application. Contact us for a free consultation.

Schedule a Strategy Call: calendly.com/stalliongatescapital/book-a-strategy-call

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