

Business Plan

4-Product | 3-Year

© Copyright 2020 AfriBizKid

Created by:

I'm an AfriBizKid™
www.AfriBizKid.africa

Revision: Date:

Business Plan

Copyright 2020 AfriBizKid

Overview 4-Product | 3-Year

Market Niche:

Product or Service Description:

Buyer Persona:

1.		5.	
2.		6.	
3.		7.	
4.		8.	

1.		2.		3.		4.	

Business Objectives

1.		3.	
2.		4.	

USP

Unique Selling Proposition

1.	
2.	
3.	
4.	

MARKETING PLAN

1.	
2.	
3.	
4.	

SALES PLAN

YEAR 1

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE												
CUMULATIVE REVENUE												
GROSS MARGIN												
GROSS MARGIN %												
CUMULATIVE GROSS MARGIN												
NET MARGIN												
NET MARGIN %												
Break-Even Analysis												
Sales Over/Under												
CUMULATIVE NET MARGIN												

YEAR 2

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE												
CUMULATIVE REVENUE												
GROSS MARGIN												
GROSS MARGIN %												
CUMULATIVE GROSS MARGIN												
NET MARGIN												
NET MARGIN %												
Break-Even Analysis												
Sales Over/Under												
CUMULATIVE NET MARGIN												

YEAR 3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE												
CUMULATIVE REVENUE												
GROSS MARGIN												
GROSS MARGIN %												
CUMULATIVE GROSS MARGIN												
NET MARGIN												
NET MARGIN %												
Break-Even Analysis												
Sales Over/Under												
CUMULATIVE NET MARGIN												

Created by:

I'm an AfriBizKid™

www.AfriBizKid.africa

Copyright 2020 AfriBizKid

Revision: Date:

Business Plan

Year 1

Copyright 2020 AfriBizKid

4-Product | 3-Year

1.

2.

3.

4.

TOTAL COST	
Batch Size	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

TOTAL COST	
Batch Size	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

TOTAL COST	
Batch Size	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

TOTAL COST	
Batch Size	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

Sales Forecast

Year 1

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL MONTHLY UNITS												

Revenue Forecast

Year 1

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL MONTHLY REVENUE												
CUMULATIVE TOTAL REVENUE												

Profit & Loss

Year 1

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE												
TOTAL COST OF SALES												
GROSS MARGIN												
GROSS MARGIN %												
CUMULATIVE GROSS MARGIN												
NET MARGIN												
NET MARGIN %												
Break-Even Analysis												
Sales Over/Under												
CUMULATIVE NET MARGIN												

Created by:

I'm an AfriBizKid™

www.AfriBizKid.africa

© Copyright 2020 AfriBizKid

Revision: Date:

1.	2.	3.	4.
Y-o-Y Cost Increase % <input type="text"/> UNIT COST <input type="text"/> Mark Up <input type="text"/> UNIT SELL PRICE <input type="text"/> GROSS MARGIN <input type="text"/> GROSS MARGIN % <input type="text"/> UNIT SELL PRICE (INPUT) <input type="text"/>	Y-o-Y Cost Increase % <input type="text"/> UNIT COST <input type="text"/> Mark Up <input type="text"/> UNIT SELL PRICE <input type="text"/> GROSS MARGIN <input type="text"/> GROSS MARGIN % <input type="text"/> UNIT SELL PRICE (INPUT) <input type="text"/>	Y-o-Y Cost Increase % <input type="text"/> UNIT COST <input type="text"/> Mark Up <input type="text"/> UNIT SELL PRICE <input type="text"/> GROSS MARGIN <input type="text"/> GROSS MARGIN % <input type="text"/> UNIT SELL PRICE (INPUT) <input type="text"/>	Y-o-Y Cost Increase % <input type="text"/> UNIT COST <input type="text"/> Mark Up <input type="text"/> UNIT SELL PRICE <input type="text"/> GROSS MARGIN <input type="text"/> GROSS MARGIN % <input type="text"/> UNIT SELL PRICE (INPUT) <input type="text"/>

Sales Forecast

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL MONTHLY UNITS												

Revenue Forecast

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL MONTHLY REVENUE												
CUMULATIVE TOTAL REVENUE												

Profit & Loss

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE												
TOTAL COST OF SALES												
GROSS MARGIN												
GROSS MARGIN %												
CUMULATIVE GROSS MARGIN												
TOTAL INDIRECT COSTS												
NET MARGIN												
NET MARGIN %												
Break-Even Analysis												
Sales Over/Under												
CUMULATIVE NET MARGIN												
(from Year 1)												

--

Business Plan

Year 3

Copyright 2020 AfrBizKid

4-Product | 3-Year

1.

Y-o-Y Cost Increase %	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

2.

Y-o-Y Cost Increase %	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

3.

Y-o-Y Cost Increase %	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

4.

Y-o-Y Cost Increase %	
UNIT COST	
Mark Up	
UNIT SELL PRICE	
GROSS MARGIN	
GROSS MARGIN %	
UNIT SELL PRICE (INPUT)	

Sales Forecast

Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL MONTHLY UNITS												

Revenue Forecast

Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL MONTHLY REVENUE												
CUMULATIVE TOTAL REVENUE												

Profit & Loss

Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REVENUE												
TOTAL COST OF SALES												
GROSS MARGIN												
GROSS MARGIN %												
CUMULATIVE GROSS MARGIN												
TOTAL INDIRECT COSTS												
NET MARGIN												
NET MARGIN %												
Break-Even Analysis												
Sales Over/Under												
CUMULATIVE NET MARGIN												

Created by:

I'm an AfrBizKid™

www.AfrBizKid.africa

Copyright 2020 AfrBizKid

Revision: Date:

Business Plan

Copyright 2020 AfriBizKid

Notes 4-Product | 3-Year

Start Up Costs

Total Start Up Costs

Building & Real Estate	

Leasehold Improvements	

Capital Equipment	

Location & Admin Expenses	

Advertising & Promotional	

SWOT Analysis

INTERNAL	Strengths
1.	
2.	
3.	
4.	
5.	

Weaknesses	
1.	
2.	
3.	
4.	
5.	

EXTERNAL	Opportunities
1.	
2.	
3.	
4.	
5.	

Threats	
1.	
2.	
3.	
4.	
5.	

SWOT Actions

1.	
2.	
3.	
4.	
5.	

6.	
7.	
8.	
9.	
10.	

Created by:

I'm an AfriBizKid™

www.AfriBizKid.africa

Copyright 2020 AfriBizKid

Revision: Date: