

YOUR SLOGAN AND LOGO

(if applicable)

BUSINESS PLAN TEMPLATE FOR INTANGIBLE PRODUCTS OR SERVICES

COMPANY INFORMATION

Contracting Company name
Registration number and place of registration
Company Registered Address
Company Physical and Mailing addresses if different
Country(ies) of incorporation
Length of time in business
Details of other existing businesses
Owner Information
Address of Beneficial Owner(s)
Name of C.E.O., Director(s)
Contact name, phone number, email, Skype, etc.
Information on other key people, business experience etc
URL (s)
Hosting Company and Shopping cart provider

BUSINESS SUMMARY

BUSINESS DESCRIPTION Detailed description of each product or service, individually if necessary.

INTANGIBLE PRODUCTS

Producer of Content: in house or third party, provide URLs of partners, details of agreements (royalty, copyright etc)
Delivery method (members area, email, immediately or after review of order, etc.) Provide user name and password for delivery area. Software used (if off-the-shelf mention name, otherwise mention developer)
Delivery form (automatic system, pdf, Word, etc, printable vouchers, virtual tickets or tokens etc.), Would product include a serial number?
Software requirements and compatibility
Certifications, licenses, permits etc required, 2257 compliance
Refund Policies – how quickly will refunds be issued?
Strategies and software to avoid duplicity in codes and serial numbers or DRM, anti-piracy, sharing of memberships etc
Other compliance means, eg blocking of countries where content may be illegal or offensive

CUSTOMER SUPPORT

By phone, email, live chat, skype (who will do it, working hours, languages)

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Policies for avoiding credit card fraud: analysis of risk based on product, extra procedures in place if any such as manual review or country blocking.

Policies for avoiding chargebacks, such as confirmation emails, follow up calls to see if consumer is satisfied etc.

Software and hardware technician

MARKETING PLAN

OBJECTIVES (Mission Statement and Vision Statement, corporate, financial, short and long term objectives)

MARKET SEGMENTATION AND ANALYSIS

ANALYSIS OF COMPETITION Major competitors, market shares etc

CONSUMER ANALYSIS Segmentation (target consumer groups: geographic, demographic, behavioral, psychographic) Who is the typical purchaser?

COMPANY RESOURCES (amount of capital available for this project, people, existing experience if any, time, skills)

MARKETING STRATEGY

PRODUCT; Strengths and weaknesses, brand name, image.

PRICE; Pricing objectives, method, discounts and allowances, price zoning, rebilling. State currency(ies).

PROMOTION; Promotional goals, methods of advertising, sales force, publicity and public relations

DISTRIBUTION; Geographical target areas.

IMPLEMENTATION

PERSONNEL REQUIREMENTS; Assign responsibilities, give incentives, training.

MONITORING RESULTS AND BENCHMARKS

CONTINGENCIES (what ifs)

FINANCIAL FORECAST

ASSUMPTIONS, Source of initial capital

MONTHLY TURNOVER; estimated turnover short and long term, estimates per month for the first year.

CONTRIBUTION MARGIN ANALYSIS; cost-volume-profit analysis (profit per unit sale)

PROMOTIONAL BUDGET; Expected costs and expenses, major assets, projected cash flow

BREAKEVEN ANALYSIS How many units of product must be sold each month for the company to break even?

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CONCLUSION

A few lines summarizing the business plan, explaining why the business will be successful.