BUSINESS PROPOSAL

I. Individual/Group and Company Name

Individual/Group Name:
Company Name:

II. Market, Problems, and Needs

Target Customers:
Problem Identified:
Customer Needs:

III. Business and Product Offered

Business Description:
Product/Service Offered:
Unique Selling Proposition:
Customer Benefits:

IV. Competition, Channels, and Customer Relationships

Main Competitors:
Competitive Advantage:
Marketing Channels (ex. social media, physical store, online platforms):
Customer Relationship Strategy (ex. loyalty programs, customer support):

V. Revenue Model

Primary Source of Income:
Additional Revenue Streams:
Pricing Strategy:

VI. Key Resources and Activities

Key Resources (ex. equipment, staff, technology):
Key Activities (ex. production, marketing, distribution):

VII. Key Partners and Management Team

Key Partners (ex. suppliers, distributors):
Management Team:
    Name – Role
    Name – Role

VIII. Cost Structure

Fixed Costs (ex. rent, salaries):
Variable Costs (ex. materials, delivery):
Estimated Monthly Expenses:

IX. Company Motto

Your company slogan or tagline.