

# **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.