



2020 BUSINESS PLAN

WHETHER YOU'RE JUST STARTING YOUR BUSINESS OR LOOKING TO EXPAND AN EXISTING ONE, A BUSINESS PLAN IS KEY TO GUIDING YOUR DECISIONS. CONSIDER IT YOUR ROADMAP TO SUCCESS.

BRAND NAME & LOGO:

MISSION STATEMENT:

BIZ BYLINE:

SALES GOALS (SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIMELY)

- 1.
- 2.
- 3.

MARKETING PLAN & ACTIVITIES (STRATEGY, SET PRICE, DATES)

- 1.
- 2.
- 3.

EDUCATION & FAMS (WHAT PRODUCTS)

- 1.
- 2.

SOCIAL MEDIA & CLIENT COMMUNICATION (STRATEGY, COST, FREQUENCY)

- 1.
- 2.

PERIODIC BUSINESS PLAN REVIEW (MONTHLY/HALF HOUR)

LONG TERM GOALS (WHAT WOULD YOU LIKE TO ACCOMPLISH IN THE NEXT YEAR OR YEARS)