A business plan: structure, worked example and presentation

A business plan explains the customer, offer, operations, costs and tests of viability. This small teaching example concerns a presentation-design service. All amounts are invented monetary units for calculation, not a revenue forecast or a loan application. A useful plan identifies the evidence, owner and review date for each assumption.

Customer and problem

Small teams that need to present completed work clearly; first test this in conversations rather than treating the assumption as demand.

Offer

Design up to ten slides from supplied material; agree revision limits and delivery before accepting the job.

Alternatives and difference

Compare doing it yourself, using a template and hiring a specialist; demonstrate the difference with a sample.

Acquisition channel

Show an authorised sample to an appropriate audience; record enquiries and objections without counting a view as a sale.

Operations

Brief, source checks, draft, approval, revisions and final file. The provider owns delivery.

Capacity

Four hours per job in this example, plus separate time for selling, communication, contingency and rest.

Revenue and costs

Price 50; variable cost 10 per job; fixed costs 200 per month; launch 300 separately. Check the actual cost categories.

Test and decision

After four weeks compare real enquiries, orders, hours and costs. Revise the offer before increasing spending if evidence is insufficient.

Risks

Unclear revisions, late source material, insufficient time and non-payment. Agree procedures without promising zero risk.

Appendices

Sample output, formula-based calculation, sources, test log and weekly actions.

Revenue and costs

One job is priced at 50 units, its variable cost is 10, and monthly fixed costs are 200. Each sale contributes 40 towards fixed costs. Covering those 200 requires five jobs: 200 / (50 - 10) = 5. Eight jobs produce revenue of 400, variable costs of 80 and a remainder of 120 after the stated fixed costs. With an additional launch outlay of 300, first-month cash movement is -180. Applicable taxes, labour, fees and other real expenses still need to be included; 120 must not automatically be called net profit.

Test and decision

Test three scenarios before making promises: three orders leave -80 before launch and omitted costs; five leave zero under the stated categories; eight leave 120. Then compare demand assumptions with available hours. At four production hours per job, eight jobs require at least 32 production hours, on top of selling, communication and revisions. State how customers would arrive and what evidence would make you revise the plan.

Use the structure for your own document: replace invented inputs with checked data, cite sources and dates, compare alternatives and assign weekly actions. A presentation of this worked example and a worksheet are available with this section. Banks and investors may require substantially more detail, financial analysis and supporting documents.

Sources

CareerOneStop - Set career goals - https://cloudfront.careeronestop.org/ExploreCareers/Plan/set-goals.aspx

U.S. Small Business Administration - Plan your business - https://www.sba.gov/counseling/plan-your-business/

Kentucky Business One Stop - Write a Business Plan - https://onestop.ky.gov/plan/Pages/writing.aspx