



Business plan for self-employed designers

Template



Business Name Here

Say what you do, in one line.

The market problem

What do customers want that they're not getting elsewhere?

Your solution

How will you meet this need?

Target market

Describe your typical customer – be it a person or a business. How many are there?

Competitors

Who else wants those customers? List some of your competitors' strengths and weaknesses.

Sales and marketing

Where and how will sales happen? How will you get the word out about your business?

Milestones

What five big things need to happen before launch? Set deadlines.

Team

Who's helping on this? Include consultants and mentors.

Budgets

Estimate rough costs and income. Use thousands of dollars (1,000s). You can do it by years or halves, instead of quarters.

	Q1	Q2	Q3	Q4
Setup costs (1,000s)				
Running costs (1,000s)				
Total costs (1,000s)	0	0	0	0
Income costs (1,000s)				
Profit/Loss (1,000s)	0	0	0	0

Setup costs = things like equipment, furniture, premises, beginning inventory, website, insurance & legal.

Running costs = things like rent, utilities, ongoing inventory, staff, marketing, and loan repayments.