# **ShipEaze Business Plan**

# **1|** Overview

Business Name:

Location:

Legal Business Structure:

Brief description of what your company does:

Mission:

Chart of Accountability:

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# **|** Message

What problem does your company solve for your customers?

What result does your company create for your customers?

How does your company create that result?

Who does your company serve?

Why do you do what you do?

Why should customers choose you over your competition?

Your proprietary system:

# **|** Marketing

Target market demographics:

Target market psychographics:

Estimated size of target market:

Where can target market be found?

Visibility (brand awareness) strategy:

Lead generation strategy:

Conversion strategy:

# **|** Products

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

Primary Product:

Result:

Impact:

# **|** Production & Delivery

Production System:

Delivery System:

# **|** Goals

**One Year Goals**

Revenue:

Profit:

Sales:

Impact:

Development:

**Five Year Goals**

Revenue:

Profit:

Sales:

Impact:

Development: