

Our Business Plan 2020





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# Executive Summary



## mission statement

## vision

## overview of business

# Business & Industry Overview

## overview of industry

## trends

## target market

# Market Analysis



## SWOT analysis

### strengths

### weaknesses

### opportunities

### threats

# Marketing & Sales Plan



## products

## pricing

## sales & distribution

## advertising & promotion

# Ownership & Management



## ownership structure

## management team

# Operating Plan

## building lay-out

## production plan

## inventory

## suppliers

# Financial Plan



## income statements

### last 3 years

## cash flow projections

## balance sheet