



BUSINESS GROWTH PLAN

This business growth plan template aims to help you set clear goals and establish accountability for you and any collaborators. A business growth plan with achievable and measurable goals can help you reach your targets faster and with less stress.

A solid growth plan merges all areas of your business. Each area – from sales and marketing to product or service development – must be considered carefully and collaboratively so that you can work smarter, not harder.

A strategic business growth plan drives strategy formulation and implementation. It also includes checkpoints to evaluate your progress along the way. Be sure to review and update your business plan thoroughly at least once a year so that it accurately reflects your current goals and strategies. Consult your team or trusted mentors to get feedback and continually improve this document.

To the health and success of your business!
-The Invoice2go, a Bill.com company, team

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| PREPARED FOR | |
| PREPARED BY | |
| DATE | |
| CONTACT INFORMATION | |

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EXECUTIVE SUMMARY

An executive summarizes the key points of this business plan. State the objectives and highlight the strategies, financial projections, and financial needs.

BUSINESS OVERVIEW

The business overview states your business story and vision. Address who are you and what do you do? Also, identify your company's legal business structure. I.e. Sole proprietorship, limited liability corporation (LLC), limited liability partnership (LLP) and etc...



MANAGEMENT TEAM

This section explains the makeup of your company.
Who runs each part of the business, their responsibilities, and their ownership stakes in the business.

SERVICE / PRODUCT LINE

This section explains what consumer problem your product or service addresses.



MARKET ANALYSIS

This section aims to show your company has a viable market. Provides a competitive analysis of your target market and potential competition.

SALES AND MARKETING STRATEGY

In this section, share your action plan for marketing and sales. Show how you will reach your target audience and convince them to support your brand.



FINANCIAL PROJECTIONS

This section details your anticipated traction in the market, planned milestones, and projected earnings. Make sure you have data to back up these financial projections.

FUNDING REQUESTS

This section will state how much money you need to launch and sustain your business. Be sure to provide data to back up any claims.

DISCLAIMER

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