



# Business Plan Template for Kids

To set up a business, a lot of planning is required. Fill this business plan template and put your best foot forward.



## —• Essential Components of a Business Plan •—

**Product Strategy**

**Business Strategy**

**Sales & Marketing**

**Financial Strategy**

**Operations Strategy**

Answer all the questions asked below and you will have a business plan ready!

### **BUSINESS IDEA - Product & Business Strategy**

Problem/Need Identification:  
What problem are you solving?

Product or Service Idea: How  
are you solving the problem?

Offering: What are you selling?

Differentiation: Why and how your  
idea/offering is different from  
others solving the same problem?





## SALES & MARKETING

Marketing: (Audience) Who are you solving this problem for?

Message/Communication: Create a story/video that will help you sell your product/service

Channel: Where all would you place your marketing message?  
(eg. Facebook, Instagram, whatsapp etc.)

## FINANCIAL FORECASTING

How much are you selling your product/service for?

How much does the product/service cost you?

How many units you think you can sell

What will be your total revenue

What will be your total cost?

## OPERATIONAL STRATEGY (AND OTHERS)

When will you work on your business?

What are the things you need to deliver your product/service?

How will you get those things?

Who are the other people who can help you? (Team Members)

### Notes to remember:

- Make sure you maintain a record of all expenses including travel cost wherever applicable
- If you are confused about the selling price of your product/service, start with 20% profits margins (eg. If you purchased a product for \$10, sell it for \$12)
- Always ask people for help when you are starting your business
- Find a good team with complimentary skill sets

