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| Your (future) Company Name | Место для ввода текста. |
| Your Name | Место для ввода текста. |
| П.І.Б. Українською | Место для ввода текста. |
| Індивідуальний податковий номер в Україні (10 цифр) | Место для ввода текста. |
| E-mail: | Место для ввода текста. |
| WhatsApp number: | Место для ввода текста. |

**BUSINESS PLAN**

(created using the [template and materials designed by Microsoft Corporation](https://create.microsoft.com/en-us) to help you with your application to EYE program)

**EXECUTIVE SUMMARY**

Место для ввода текста.

**COMPANY OVERVIEW**

Место для ввода текста.

Legal form and Ownership of your Company: Место для ввода текста.

Location (Country, City): Место для ввода текста.

Number of Employees: Место для ввода текста.

**PRODUCT (SERVICE) DESCRIPTION**

Место для ввода текста.

**MARKET ANALYSIS**

Место для ввода текста.

* **Competitors analysis:**

Место для ввода текста.

* **SWOT Analysis:**

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| STRENGTHS: | WEAKNESSES: |
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| OPPORTUNITIES: | THREATS: |
|  |  |

**OPERATING PLAN**

Место для ввода текста.

**MARKETING AND SALES PLAN**

Место для ввода текста.

**FINANCIAL PLAN**

Место для ввода текста.

* **Projected Start-Up Costs:**

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| --- | --- | --- | --- | --- |
| **START-UP COSTS (add / delete rows)** | | | | |
| **COST ITEMS** | **MONTHS** | **COST/ MONTH** | **ONE-TIME COST** | **TOTAL COST** |
| Advertising/Marketing |  |  |  |  |
| Employee Salaries |  |  |  |  |
| Employee Payroll Taxes and Benefits |  |  |  |  |
| Rent/Lease Payments/Utilities |  |  |  |  |
| Postage/Shipping |  |  |  |  |
| Communication/Telephone |  |  |  |  |
| Computer Equipment |  |  |  |  |
| Computer Software |  |  |  |  |
| Insurance |  |  |  |  |
| Interest Expense |  |  |  |  |
| Bank Service Charges |  |  |  |  |
| Supplies |  |  |  |  |
| Travel & Entertainment |  |  |  |  |
| Equipment |  |  |  |  |
| Furniture & Fixtures |  |  |  |  |
| Leasehold Improvements |  |  |  |  |
| Security Deposit(s) |  |  |  |  |
| Business Licenses/Permits/Fees |  |  |  |  |
| Professional Services - Legal, Accounting |  |  |  |  |
| Consultant(s) |  |  |  |  |
| Inventory |  |  |  |  |
| Cash-On-Hand (Working Capital) |  |  |  |  |
| Miscellaneous |  |  |  |  |
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| **ESTIMATED START-UP BUDGET** |  |  |  |  |

* **Projected Profit and Loss Model:**

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| **PROFIT AND LOSS MODEL (1-st YEAR)** | | | | | | | | | | | | | |
| **REVENUE** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** | **YTD** |
| Estimated Product Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Less Sales Returns & Discounts |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Service Revenue |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Revenue… |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Net Sales** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cost of Goods Sold** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |
| **EXPENSES** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** | **YTD** |
| Salaries & Wages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marketing/Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sales Commissions |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Utilities |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Website Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internet/Phone |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Travel |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal/Accounting |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Office Supplies |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interest Expense |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Total Expenses** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income Before Taxes** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income Tax Expense** |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **NET INCOME** |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **PROFIT AND LOSS MODEL (2-nd YEAR)** | | | | | | | | | | | | | |
| **REVENUE** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** | **YTD** |
| Estimated Product Sales |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Less Sales Returns & Discounts |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Service Revenue |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Revenue … |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Net Sales** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cost of Goods Sold** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gross Profit** |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |
| **EXPENSES** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** | **YTD** |
| Salaries & Wages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marketing/Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sales Commissions |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Utilities |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Website Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internet/Phone |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Travel |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal/Accounting |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Office Supplies |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interest Expense |  |  |  |  |  |  |  |  |  |  |  |  |  |
| … |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Total Expenses** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income Before Taxes** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Income Tax Expense** |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **NET INCOME** |  |  |  |  |  |  |  |  |  |  |  |  |  |
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