

# Simple Embroidery Business Plan Template

This template is set up to make it easier for you to create your business plan. I created this in “Microsoft Word” and saved it as a .pdf so that it was readily available. If you would like to download the Word.doc to make changes, you can do so by going to [www.embroiderybusinesssuccess.com/book-resources/](http://www.embroiderybusinesssuccess.com/book-resources/)

If you do not have Microsoft Word” you can download Open Office from [www.openoffice.org](http://www.openoffice.org) . You can use this same document in Open Office Writer but you must make sure that you are saving it in a .doc file format instead of the .odt file format or the current version of the Open Office Writer file format.

Print out this entire document and divide it into sections and place them into a binder that is tabbed for each section.

## **Executive Summary**

## **Business Description & Vision**

## **Definition of the Market**

## **Marketing & Sales Strategy**

## **Organization & Management**

## **Financial Management**

## **Appendix**

You can delete any areas that do not pertain to you and add other areas if you need them.

This is a simple plan. If you need to create a Formal plan, then you will need to refer to the book, “The Truth About Embroidery Business Success” and see what additional information is required.

You will remove all of the areas that are printed in red. The header is that is red, Simple Embroidery Business Plan Template, should be replaced with “Your Business Name” Business Plan and changed to black instead of red.

All of the other areas in red are just for your reference. Please remove all of them. You can also remove all of the lines. They will not stay in position in this word document as you are writing in it. They are just there for your reference.

## Simple Embroidery Business Plan Template

I am not an accountant. I advise you to seek the advice of your accountant as you are working through this plan. It will make it easier for you and he or she can help to guide you so that you stay on the right path.

I am including some financial forms that you can use as a reference, but remember, I am not an accountant so please see your accountant to make sure that you are creating your financial statements correctly. I do not claim to have all of the answers. Each business is different.

If you have **“QuickBooks”** or other accounting software, you can print out much of the information needed right from your software if you are current. This will be very helpful to you.

If you do not have any accounting software, “QuickBooks” is simple to use and I prefer the on-line version. It makes it easy for my accountant to look at my information at a moment’s notice on line if I am having an issue.

Don’t forget to keep the “The Truth About Embroidery Business Success” book handy so that you can refer back to it as you are working through this plan. Each area has a good explanation in order to make it easy for you. This should not be a difficult task and should not take you too long to finish.

If you have any questions, you can contact me at

[joyce@embroiderybusinesssuccess.com](mailto:joyce@embroiderybusinesssuccess.com)

Joyce Jagger

The Embroidery Coach

[www.EmbroideryBusinessSuccess.com](http://www.EmbroideryBusinessSuccess.com)



# Simple Embroidery Business Plan Template

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## Business Description & Vision

### Business Name

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### Mission Statement

Why do you want to start and embroidery business or why did you want to start your business? What is the purpose of this business?

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### Vision Statement

Write a brief statement about how you envision your embroidery business in the future, your plans for the growth of your company and for its potential.

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## Business Goals

Year1- Main Goal

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Year 1-Additional Goals

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Year 2-Main Goal

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Year 2-Additional Goals

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**Major Business Objectives ( See Page 28 in the “Embroidery Business Success” book for Specifics- Be sure to use bullet points.)**

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## Description & History Of The Business

Physical Address

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Description of Business

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History Of Existing Business

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## Definition Of The Market

Describe the embroidery business as a whole and the outlook for your market. (See page 29)

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## Target Market

Write a brief statement explaining your target market, what their needs are and what share of the market you currently have and what share will you acquire.

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## Description Of Products / Services ( See page 30)

Products

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Services

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## Machine / Equipment Required (See Page 30)

Embroidery Equipment

Equipment Description	Purchase Price	Freight
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<hr/>		
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Office Equipment

Equipment Description	Purchase Price	Freight
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## Other Equipment

Equipment Description	Purchase Price	Freight
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## Product Inventory Required

Item Description	Cost Including Freight	Selling Price	Profit
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# Simple Embroidery Business Plan Template

## Supplies Inventory Required

### Embroidery Supplies

Item Description

Cost Including Freight

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### Sewing Supplies

Item Description

Cost Including Freight

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# Simple Embroidery Business Plan Template

## Packaging Supplies

Item Description

Cost Including Freight

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## Suppliers

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## Existing Customer Contracts

### Retail Accounts

Business Name

Contact Name

Address

Contract Amount

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## Simple Embroidery Business Plan Template

Wholesale or Contract Embroidery Accounts

Business Name	Contact Name	Address	Contract Amount
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## Marketing & Sales Strategy

**Target Market (See Page 33)**

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## Existing Customer Base

**Retail Accounts (Attach a printout from your computer)**

**If you have letters from your customers, attach them also.**

Business Name

Contact Name

Address

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## Simple Embroidery Business Plan Template

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**Wholesale or Contract Embroidery Accounts (Attach a printout)**

**If you have letters from your customers, attach them also.**

Business Name

Contact Name

Address

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**Groups Of Customers You Intend To Target**

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# Simple Embroidery Business Plan Template

## Budget For Promotion

Total Budget For The Year (See Page 35)

Item

Cost

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## Personal Selling Efforts (Very Important-See Page 35)

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## Sales Training Programs

Will you be hiring anyone? \_\_\_\_\_

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How will you train sales people?

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**Distribution Methods & Channels (See Page 36)**

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**Sales Forecast**

Attach a Sales Forecast

**Competition (See Page 38)**

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**Pricing Structure (See Page 39-Explain your pricing structure.)**

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**Accounts Receivables/Credit Polices (See page 39)**

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**Existing Business with Dealer/Wholesale Accounts (See Page 39)**

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# Simple Embroidery Business Plan Template

## Organization and Management

Legal Form of Ownership (See page 39)

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Business Ownership (See page 40)

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Management & Organizational Chart (See page 40)

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# Simple Embroidery Business Plan Template

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## Outside Resources (See Page 40)

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## Personnel (See page 41)

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## Financial Management

**Legal Form of Business** (State your legal form of business and attach your legal documents See page 41)

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**Financial Plan** (See page 41 & 42 for the list of all of the statements that must be attached.)

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## Appendix