



Business Plan

Filipino Wealth Philippines

Part 1: Basic Details

Business Name:

Owners Involved:

Business Summary:

Business Aims, Solution & Scope:

Financial Summary:

Part 2: Brief Business Summary

How Will Your Business Generate Income:

Describe The Basic Product/Service/Other You Are Going To Sell:

Describe The Types Of Product/Service/Other You Are Selling:

Additional Information:

Part 3: Your Customers

Are Your Customers:

INDIVIDUALS

BUSINESSES

BOTH

Describe Your Regular Customer & What Triggers Your Customers To Buy Your Product/Service:

What Reasons Help Your Customers Choose Which Business To Buy From:

Do You Have Customers Waiting To Buy Your Product/Service?
Please Provide Details If Yes:

Additional Information:

Part 4: Market Research

Key Findings From Speaking To Potential Customers:

Key Findings From Evidence / Statistics:

Additional Information:

Part 5: Business Analysis

<i>Strength</i>	<i>Weakness</i>
<i>Opportunity</i>	<i>Threat</i>

Unique Selling Point (USP):

Emotional Selling Point (ESP):

Part 6: Extra Business Information

Production:

Delivery To Customers:

Payment Methods And Terms:

Suppliers:

Premises / Equipment:

Transport:

Legal Requirements:

Insurance Requirements:

Management And Staff:

Part 7: Profits

Please Note: A More Advanced Template Can Be Found On Filipinowealth.com.

Product/Service Name	
Number Of Units In Calculation	
Product/Service Components	
Total Product/Service Cost	
Cost Per Unit	
Price Per Unit	
Profit Margin (₱)	
Profit Margin (%)	
Mark Up (%)	

Part 9: Estimations

Please Note: A More Advanced Template Can Be Found On Filipinowealth.com.

	Total (₱)
Home Loan /Rent	
Gas, Electricity, Water, Internet	
All Personal And Property Insurances	
Clothing	
Food And Housekeeping	
Telephone	
Hire Charges (Tv, Dvd Etc.)	
Subscriptions (Clubs, Magazines Etc.)	
Entertainment (Meals And Drinks)	
Car Tax, Insurance, Service, And Maintenance	
Children's Expenditure And Presents	
Credit Card, Loan, And Other Personal Debt Repayments	
Total Survival Income Required (₱)	

Part 10: Back Up Plan

Short-Term Plan:

Long-Term Plan:

Plan B:
