

business template plan

Business name

Include your full business name.

Pitch

Write one sentence that describes the core of your business (“the who”) and the value you bring.

Target market

Define your target market. Will you make candles for a mass market, mid-market, or high-end marketplace? Describe who will buy your candles, how they’ll buy your candles, and how much they’re willing to pay. Write one sentence that describes the core of your business (“the who”) and the value you bring.

Market niche

Explain what makes your candles unique and separates your brand from the competition.

Branding

Describe your brand name and identity.

Startup budget

List estimated costs for your first two months in business.

Product line and pricing

Describe your candle line and price points.

Sales platforms

Explain where you'll sell your candles.

Structure

Describe your business structure, permitting, and licensure.

Notes
