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**Contact:**Your Name

Tital  
Phone:

Email:

**Value Proposition:** *This is where you briefly describe what your business is about. It should only be a few lines but should describe your business, why it’s valuable and and how it makes money.*

**1. Introduction**

Introduce your company in more detail here. Restate your value proposition in a more expanded way. This is also your opportunity to put this business plan in context. Is this your operational business plan or a proposed business plan? If you have any questions about the differences between the two or if you’re looking for more information on the best practices on how to present your brand, get in touch at [info@torontocreatives.com](mailto:info@torontocreatives.com).

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**2. Market and Competitor Analysis**

This is where you outline the current state of your marketplace and where your company fits into it. You should also include information about your direct competitors and the differentiators that give your company an advantage over said competitors. If you would like to explore what makes your company different email us: [info@torontocreatives.com](mailto:info@torontocreatives.com)!

We love to chat.

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**2.2 Sales and Marketing Strategy**

This subsection can be used to illustrate the details of your marketing strategy and why you believe it will be successful. This section can and should include all aspects of your marketing plan including traditional media buys, public relations, digital advertising strategies and commercial development. If you’re interested in getting a professionally designed marketing strategy contact our team: [info@torontocreatives.com](mailto:info@torontocreatives.com).

**3. Operational Plan**

In this section you should provide a detailed operational plan. This should include the day to day operations of your business, including key staff members. This should also include any physical space, and equipment your company will need to operate. Anyone who reads this descriptions should - by the end - understand how your business will operate.

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**4. Human Resource Plan**

This section covers your overall human resources plan, which means you need to outline detailed roles for your staff members, contract workers, executives, and yourself. We included the below subsections in our business plan, we’ve included them here for your reference.

**Key Staff Roles Include:** This is where you outline key staff roles and their responsibilities and expected contribution.

**Corporate Culture:** We included this section because a well thought out corporate culture is important to us. We believe that including a way of being so to speak in a business plan can help give a potential investor a look into the way your team is engaged day-to-day.

**Retention Strategies:** We expanded on describing our corporate culture by including things we actively do to retain top talent. You could include things like health benefits, vacation time, etc.

**5. Executive Summary**

This is your executive summary. Try to sum up the entire business again, and review high-level operations that will be key to the business's success. This is the last place you have to outline the best parts of your business and why it will work, and make money. In some cases, potential investors will start with the Introduction and move on to this executive summary - before deciding if they want to review the whole business plan. Be compelling.

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