



Licensee Proposal & Business Plan

Name:

Division Applying for:

What is a Business Plan?

A business plan is a detailed document that outlines the goals, strategies, and projected financials for a business. In order to complete a business plan for a painting business, the following steps may be useful:

1. **Executive summary:** Begin the business plan with a brief overview of the painting business, including the mission, services offered, target market, and key differentiators.
2. **Industry analysis:** Research the painting industry and identify the key trends, opportunities, and challenges facing the business. This will help to provide context for the rest of the business plan.
3. **Market analysis:** Identify the target market for the painting business and analyze the size, growth potential, and characteristics of that market. This will help the business to understand its customer base and tailor its services to meet their needs.
4. **Marketing and sales strategy:** Describe the strategies and tactics that will be used to promote and sell the business's painting services. This might include advertising, direct sales, referral programs, and other marketing efforts.
5. **Operations plan:** Outline the day-to-day operations of the painting business, including the processes, equipment, and personnel required to provide the services.
6. **Management and organization:** Describe the management team and key personnel who will be responsible for running the business, and their qualifications and experience.
7. **Financial plan:** Provide detailed financial projections, including projected income statements, balance sheets, and cash flow statements. This will help to demonstrate the viability of the business and give investors or lenders an idea of what to expect in terms of financial performance.
8. **Conclusion and summary:** Summarize the key points of the business plan and reiterate the key takeaways from each section.

It's important to keep in mind that a business plan should be tailored to the specific business, so it should reflect the unique characteristics, strategies and goals of the painting business. Additionally, A business plan is a living document, it's important to review and update the plan periodically to reflect changes in the market, the performance and the goals of the business.

Having a detailed and well-written business plan will help to ensure that the painting business has a clear roadmap for success and can demonstrate to investors or lenders that it is a sound investment. Use the following table to complete the above.

Section	Description
Executive Summary	
Industry Analysis	
Market Analysis	
Marketing and Sales Strategy	
Operations Plan	
Management and Organization	
Financial Plan	Attached Excel Budget Spreadsheet
Conclusion and Summary	

The previous portion of your business plan help outline the general vision and plan for the business, the following will help you drill down further into the aspects of your particular market and vocation.

Tips and suggestions for completing your Business Plan and Licensee Proposal.

- Reverse engineer your business plan. Start with where you want to be in however many years then create the plan to accomplish it.
- How is your company going to be set up, we suggest a limited corporation, we will not accept a sole proprietorship. Are you going to be running your business with hourly employees or sub contractors?
- Think about Marketing strategies and future trends and opportunities.
- Think about your growth and expansion opportunities. Think about how you can get involved in your community. (Paint collecting, sponsorship of events, or something new and different)
- Talk to existing Licensee's to draw form their experience
- Take time and go over your financial goals. Make sure you keep your future financial forecast realistic and obtainable.

Key Sections:

Business Plan Objectives

The specific, measurable goals that the business aims to achieve (e.g. increase revenue by 10% in the next year)

Tell us about yourself and your work experience

A brief overview of the business owner's background, including education and relevant work experience

What will be your corporate structure

The legal structure of the business, such as sole proprietorship, partnership, or corporation

Strategic Direction

The overall direction and strategy of the business, including key market trends and opportunities

Management Style

The approach and philosophy of the management team, including leadership and decision-making processes

SWOT Analysis

A analysis of the business's strengths, weaknesses, opportunities, and threats

5 Year Strategic Priorities

Long-term goals and objectives for the business over the next five years, as part of the attached spreadsheet

Competitive Advantages

The unique features and benefits that set the business apart from its competitors

Yearly Goals

Specific, measurable goals for the business to achieve on a yearly basis

Financial Forecast (Budget) *as prepared in your excel spreadsheet

A detailed budget, including projected income statements, balance sheets, and cash flow statements

Challenges

Potential challenges or risks that may effect the business

Section	Description
Business Plan Objectives	
Tell us about yourself and your work experience	
Corporate Structure	
Strategic Direction	
Management Style	
SWOT Analysis	See fig 1.
5 Year Strategic Priorities	See fig. 2
Competitive Advantages	
Yearly Goals	See fig. 3
Financial Forecast (Budget)	Attached Excel Budget Spreadsheet
Challenges	

FIG 1. SWOT Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Fig 2. 5 Year Strategic Priorities

Year 1	
Year 2	
Year3	
Year 4	
Year 5	

Fig 3. Yearly Goals

Year 1	
Year 2	
Year3	
Year 4	
Year 5	