

EXECUTIVE LEAN BUSINESS PLAN

STRATEGIC · FOCUSED · ACTIONABLE

A comprehensive roadmap to validate your idea, define your market, and build a scalable, profitable business.

QUICK SNAPSHOT

Business Name : _____
 Founders / Promoters : _____
 Legal Entity Type : _____
 Udyam MSME No. : _____
 Primary Location : _____
 Target Launch Date : _____

1 COMPANY PROFILE & CORE IDENTITY

Business Name : _____
 Founders / Promoters : _____
 Legal Entity Type : _____
 Udyam MSME Registration No. : _____
 Primary Business Location : _____
 Target Launch Date : _____
 Industry / Sector : _____
 Business Tagline (Optional) : _____

2 THE PROBLEM STATEMENT & MARKET GAP

⚠️ **The Observed Problem**

👥 **Who Suffers from This Problem?**

🎯 **Why It Matters**

3 THE VALUE PROPOSITION (YOUR SOLUTION)

💡 **Our Core Solution**

★ **What Makes Us Unique? (Competitive Advantage)**

4 PRIMARY CUSTOMER SEGMENTS

👤 **Primary Buyer Persona**

👥 **Secondary Buyer Persona**

🌐 **Geographical Scope**

CUSTOMER PROFILE SNAPSHOT

Age Group:

Occupation:

Income Range:

Buying Behavior:

Preferred Channels:

5 MARKETING & DISTRIBUTION CHANNELS

📣 DISCOVERY CHANNELS (How they hear about us)

- WhatsApp Business catalogs & broadcasts
- Instagram Reels showcasing products/process
- Direct, door-to-door sales visits
- MSME expos & trade exhibitions
- Local print / digital advertising
- Referrals & word-of-mouth
- Other: _____

🚚 LOGISTICS & DELIVERY CHANNELS (How they receive our product)

- Direct courier partners *(Delhivery / Blue Dart / Professional Courier)*
- Local transport associations *(for bulk shipping)*
- In-store pickup from our central location
- Own delivery for local orders
- Other: _____

6 COMPETITOR ANALYSIS & POSITIONING STRATEGY

| COMPETITOR | STRENGTHS | WEAKNESSES |
|--------------|---|--|
| Competitor A | [e.g., High capital, wide distribution] | [e.g., Generic products, slow innovation] |
| Competitor B | [e.g., Strong brand recognition] | [e.g., Premium pricing, limited customization] |
| Competitor C | [e.g., Low cost manufacturing] | [e.g., Poor quality, weak customer service] |

🏆 **OUR POSITIONING PLAY**

7 12-MONTH EXECUTION MILESTONES (TIMELINE)



8 BASIC FINANCIAL FRAMEWORK (YEAR 1)

INITIAL CAPITAL REQUIREMENT

SOURCE OF CAPITAL

Promoter Savings Contribution

Business Bank Loan Requested

PROJECTED MONTHLY REVENUE (AVG)

PROJECTED MONTHLY EXPENSES (AVG)

PROJECTED NET MONTHLY PROFIT (AVG)

TARGET NET PROFIT MARGIN

9 OPERATIONS PLAN (AT A GLANCE)

Key Activities
[Core activities your business performs daily/weekly]

Key Resources
[People, Machines, Raw Materials, Technology]

Key Partners
[Suppliers, Vendors, Franchise, Logistics Partners, etc.]

Key Infrastructure
[Office, Warehouse, Equipment, Technology]

Quality Control
[How you ensure consistent quality and satisfaction]

🚚 **SUPPLY CHAIN OVERVIEW**

10 RISK ANALYSIS & MITIGATION + EXIT VISION

⚠️ **TOP RISKS**

🛡️ **MITIGATION STRATEGY**

👁️ **EXIT VISION (3-5 YEARS)**

📄 DECLARATION

We, the undersigned, hereby declare that the information provided in this business plan is true to the best of our knowledge and belief.

Signature: _____ Name: _____ Date: _____

📝 NOTES

[Add any additional notes, assumptions or important information here.]