TRADITIONAL BUSINESS PLAN Template



Write Your Nutrition Business Name Here and Include Your Logo if You Have One

Your Name and Title





- **1** Executive Summary
- 2 Business Description
- 3 Business Structure
- 4 Product or/and Services
- 5 Competitive Market Analysis
- 6 Marketing Plan
- **7** Funding Plan
- 8 Any other Sections Relevant to Your Business





This can be written last after you've developed a high-level understanding of what your nutrition business needs to thrive. Just make sure you have a good understanding of the "why" behind your business, so you stay aligned with your core values and the mission statement you develop.

tructure and the goods/services you	your mission statement, a summary of goals, and a summary of your business' i'll offer. Keep in mind, each part of this business plan can be customised to suit your have all of the answers immediately! That's what building a business plan is the summediately!





This is where you'll create a more detailed overview of what your business is designed to do, how it will do this, and how you'll measure success. The description should be more complete than the executive summary.

gain, don't be afraid to add to t	nis as you discover more about the inner workings of your nutrition coaching business.





This section is where you will identify the type of business you have (sole-trader, etc.) and the management structure.

ou'll need to decide whether you have business partners, delegate responsibilities, identify tasks you plan on outsourcing and work out how you and/or your staff will function within the business on a day-to-day basis.					





In this section, you'll detail the different nutrition coaching services, packages, and products your business will market to your target audience.

Make sure you specify the process for offering and executing your services with clients. Use specific time frames, session plans, and other details. If necessary, you can also perform a price point analysis by comparing the prices you plan on using to the offerings of similar businesses working in your area (or online if that's where you plan on operating).





This section should be used to identify your primary competitors, outline market saturation, and figure out how your business measures up! It's important to know your competitors so that you can create a unique marketing plan that sets you apart from others.

Take this time to consider your target market and to start building out your target personas (avatars that have the

narketing and sales platforms.	stomers). Consider what your competitors offer, now they market, their pricing, and their





Once you understand the competition, it's time to look for ways you can stand apart. The marketing plan starts with finishing those target personas. Understanding who you're selling to is the most important part of the marketing process.

Figure out how your ideal customers think, where they frequent, what technology they use, and how you can put your business in front of them to solve their problems. Their problems or "pain points" are the things that will motivate them to seek out your nutrition services.

Use your marketing plan to outline the different types of inbound and outbound marketing techniques and tools you can use to best reach your target audience. This can include everything from strategic partnerships with local fitness centres to social media and print fliers.

Once you've identified these techniques and tools, create a basic overview and schedule of your marketing efforts. Putting the different components on a calendar and deciding how to execute each of them can help simplify the process and jumpstart your efforts.









Ise this section to determine the cost of running your nutrition business and the amount you'll need to make each o grow and thrive!	month
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Every nutrition business is different, and you may need to add, remove, and reorganise sections of your business plan to customise your journey! You can also incorporate visuals, graphs, or other resources that help you understand how to get started and to build a business that's uniquely your own!

ve fun, help people, and live your passion! You deserve this, and we know you'll be amazing.						

