

# TRADITIONAL BUSINESS PLAN Template

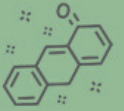


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Write Your Nutrition Business Name Here  
and Include Your Logo if You Have One

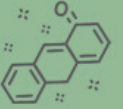
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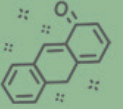
Your Name and Title

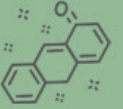


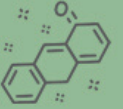
# Table of Contents

- 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











Take this time to consider your target market and to start building out your target personas (avatars that have the characteristics of the perfect customers). Consider what your competitors offer, how they market, their pricing, and their marketing and sales platforms.

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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.

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.

[illegible]



