



THE MIRROR METHOD

**BUSINESS PLAN**

# BUSINESS PLAN



*By:*  
*Your name here*

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*Section One*

# Executive Summary

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# Executive Summary

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# About Me

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*Rachel Green*

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*Section Two*

# Business Overview

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# Business Overview

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# Mission

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# Vision

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# Objectives

Specific	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et..yamale
Measurable	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et..yamale
Affordable	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et..yamale
Relevant	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et..yamale
Time-Bound	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et..yamale

# Meet The Team



*Name here*  
Job title



*Name here*  
Job title



*Name here*  
Job title



*Name here*  
Job title

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*Section Three*

# Market Analysis

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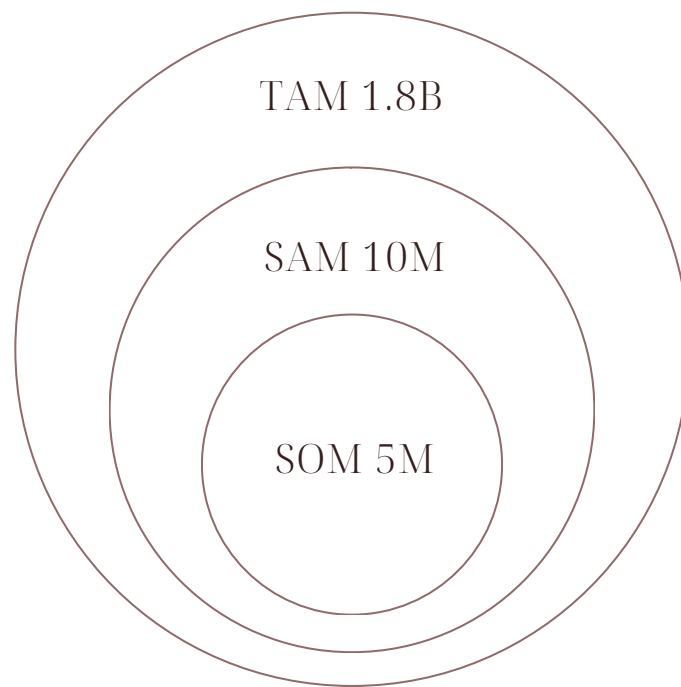
# Market Overview

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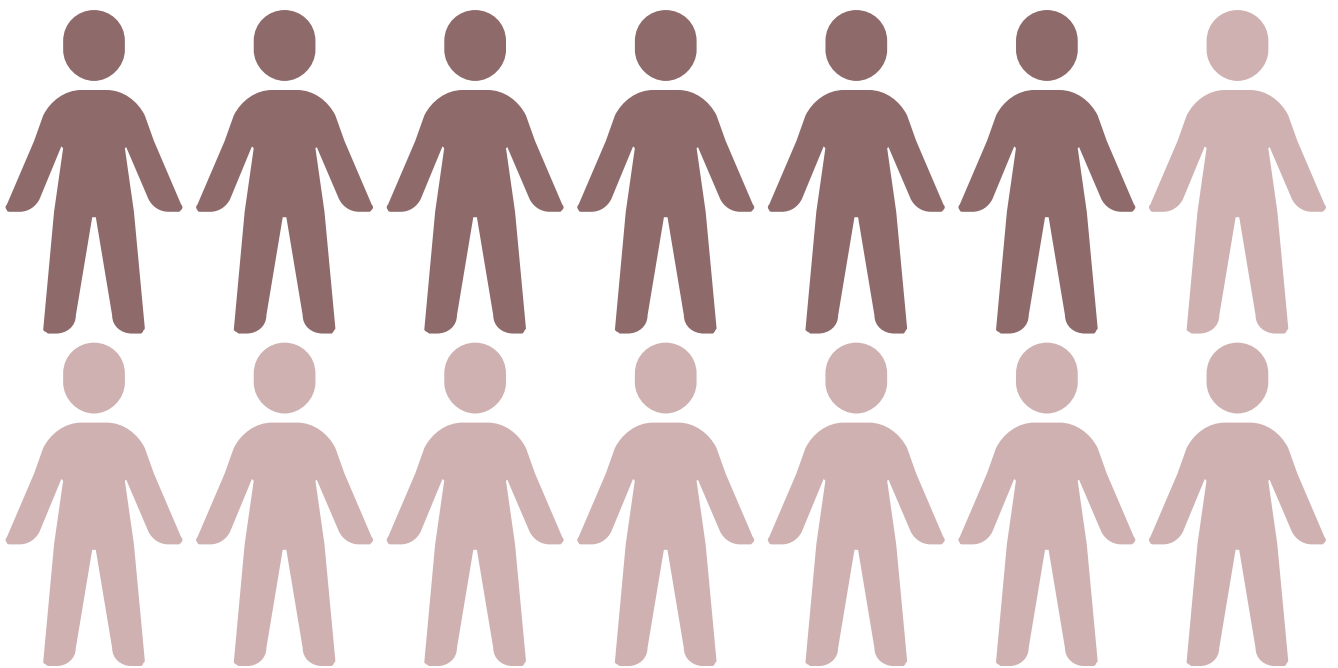
# Market Size



## *Key findings:*

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# Target Market



## *Key findings:*

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# Buyer Persona



Geographic	Demographic
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Psychographic	Behavioral
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*Section Four*

# Competitive Analysis

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# SWOT Analysis

Strengths	Weaknesses
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Opportunities	Threats
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# Competitor One Analysis

Name & Website	Location
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Product/Service	Price
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>
Strengths	Weakness
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>

# Competitor Two Analysis

Name & Website	Location
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Product/Service	Price
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>
Strengths	Weakness
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>

# Competitor Three Analysis

Name & Website	Location
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>
Product/Service	Price
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>
Strengths	Weakness
<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>	<ul style="list-style-type: none"><li>• Lorem ipsum dolor sit amet, sd</li><li>• consectetur adipiscing elit, sed</li><li>• et ipsum dolor sit amet, conged</li><li>• tempor incididunt amet conseerr</li></ul>

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*Section Five*

Product &  
Service  
Offerings

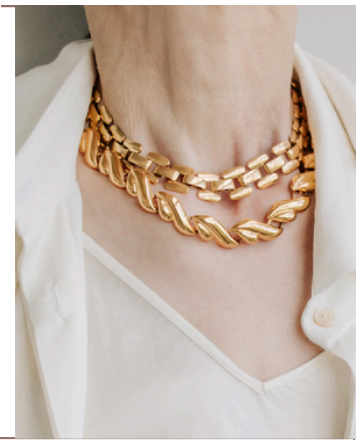
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# Products Offered

## *Product 1 title*

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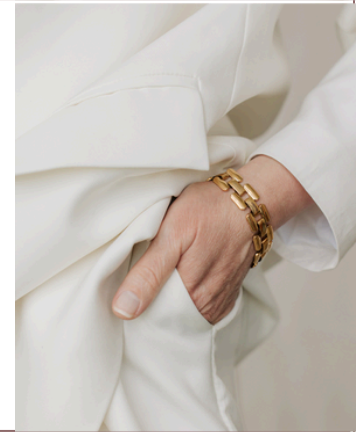
**\$297**



## *Product 2 title*

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**\$497**



## *Product 3 title*

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**\$697**



# Services Offered

Service name here	\$99
<hr/>	
Your service name goes here	\$45
<hr/>	
Service name here	\$39
<hr/>	
Your service name goes here	\$25
<hr/>	
Service name here	\$99
<hr/>	
Your service name goes here	\$79
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Service name here	\$129



# Packages Offered

01

## BRONZE

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eiusmod tempor incididunt ut labore et  
dolore magna.

\$500

02

## SILVER

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\$800

03

## GOLD

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eiusmod tempor incididunt ut labore et  
dolore magna.

\$1000

04

## PLATINUM

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eiusmod tempor incididunt ut labore et  
dolore magna.

\$1200

# Membership Offered



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Price: 120\$

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*Section Six*

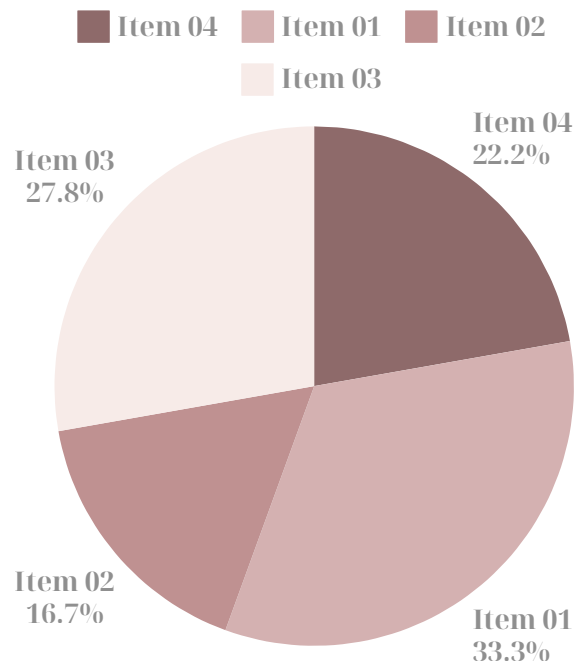
# Marketing Plan

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# Marketing Objectives

Objective One	Objective Two
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Objective Three	Objective Four
<p>Lorem ipsum dolor sit amet,sd consectetur adipiscing elit, sed et ipsum dolor sit amet, consed tempor incididunt amet conseerr Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit,ssed</p>	<p>Lorem ipsum dolor sit amet,sd consectetur adipiscing elit, sed et ipsum dolor sit amet, consed tempor incididunt amet conseerr Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit,ssed</p>

# Marketing Budget



Item 01	Item 02
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Item 03	Item 04
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# Marketing Channels

Channel Name	Channel Name
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Channel Name	Channel Name
<p>Lorem ipsum dolor sit amet,sd consectetur adipiscing elit, sed et ipsum dolor sit amet, consed tempor incididunt amet conseerr Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit,ssed</p>	<p>Lorem ipsum dolor sit amet,sd consectetur adipiscing elit, sed et ipsum dolor sit amet, consed tempor incididunt amet conseerr Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit,ssed</p>

# Marketing Mix

Product	Price
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Place	Promotion
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*Section Seven*

# Operations & Logistics

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# Operations & Logistics

<b>Management &amp; staff</b>	<b>Transport</b>
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<b>Legal Requirements</b>	<b>Insurance</b>
<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssd</p>	<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssd</p>

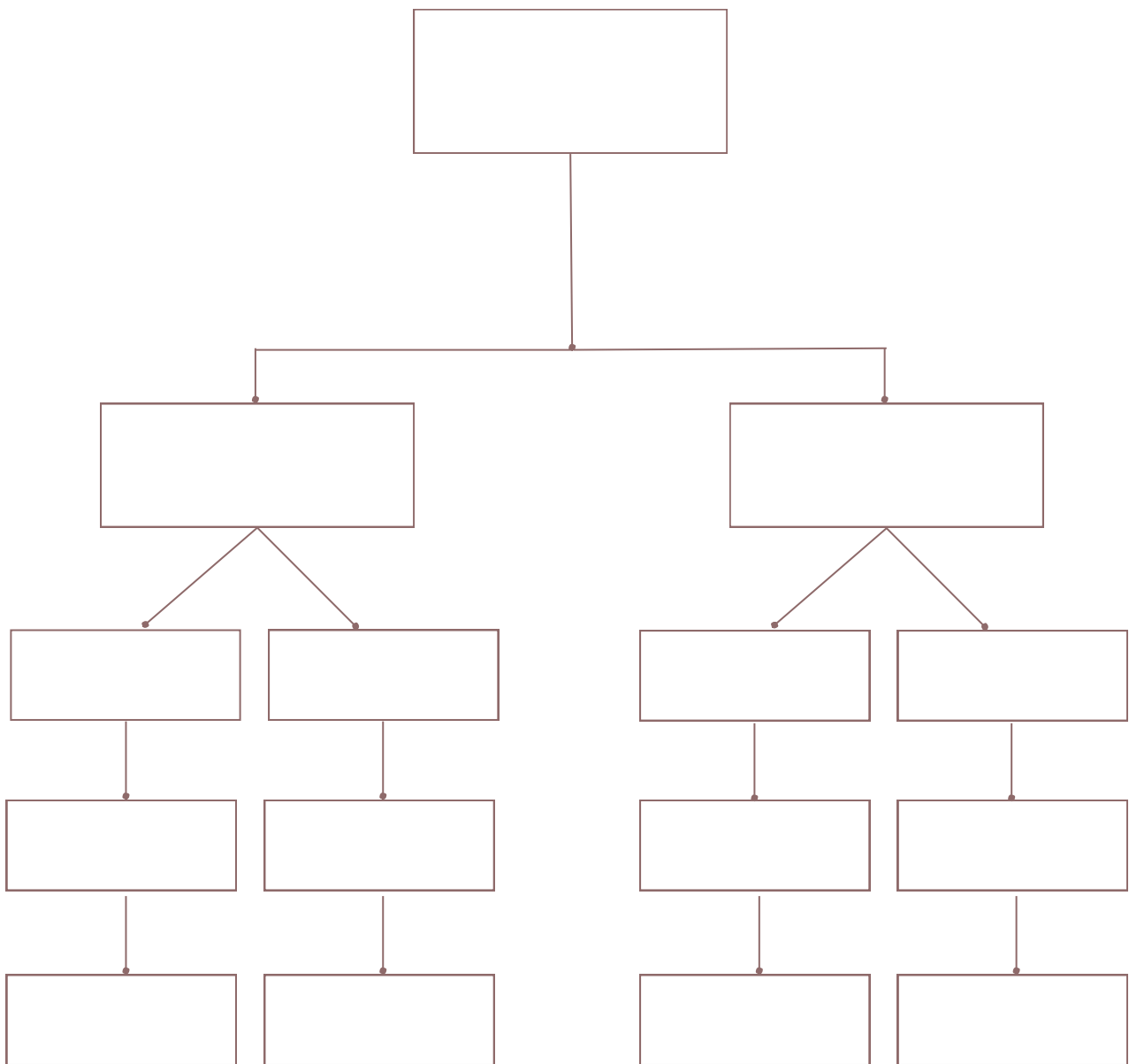
# Locations & Facilities

Location One	Location Two
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Location Three	Location Four
<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssed</p>	<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssed</p>

# Tools & Equipment

Tool/Equipment	Tool/Equipment
<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssed</p>	<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssed</p>
Tool/Equipment	Tool/Equipment
<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssed</p>	<p>Lorem ipsum dolor sit amet, sd consectetur adipiscing elit, sed et ipsum dolor sit amet, con sed tempor incididunt amet conse err Lorem ipsum dolor sit ame, ssd consectetur adipiscing elit, ssed</p>

# Organization Chart



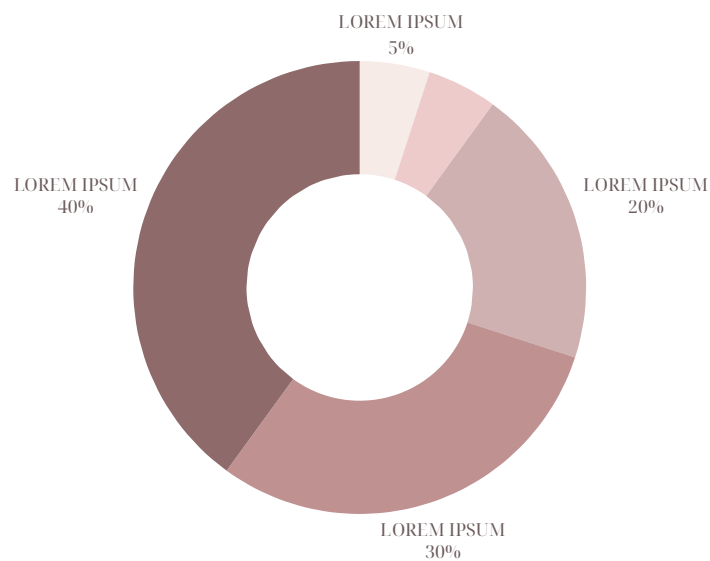
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*Section Eight*

# Financial Plan

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# Capital Requirements



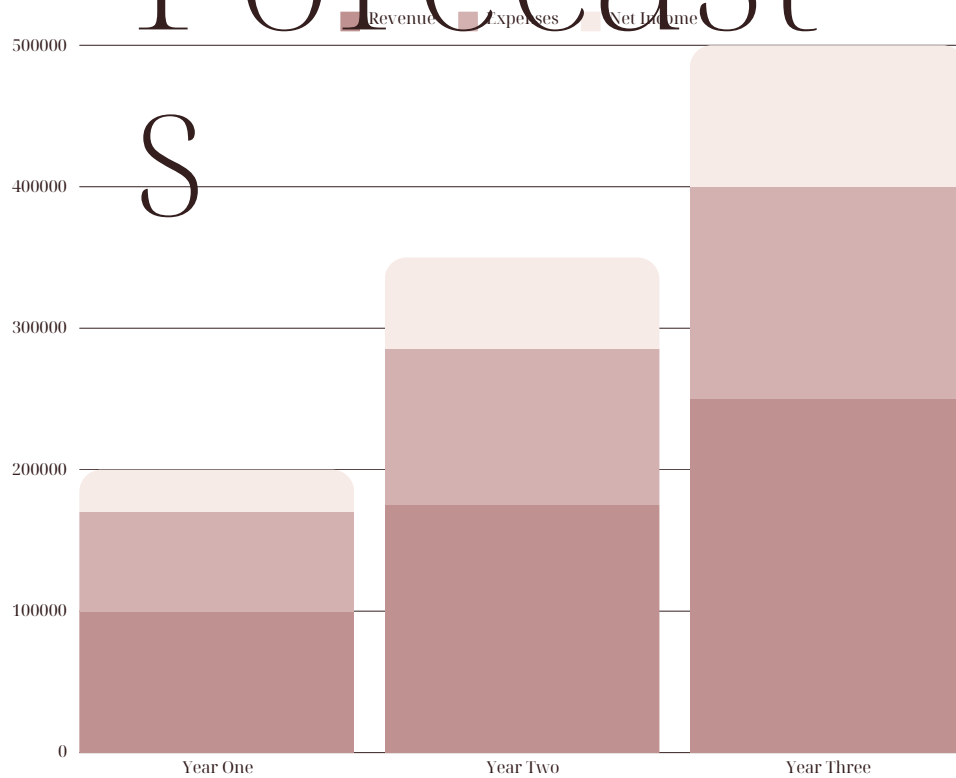
	Value	Percentage
Lorem ipsum dolor	\$50.000	5%
Lorem ipsum dolor	\$50.000	5%
Lorem ipsum dolor	\$200.000	20%
Lorem ipsum dolor	\$300.000	30%
Lorem ipsum dolor	\$400.000	40%

# Key Assumptions

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# Financial Forecast

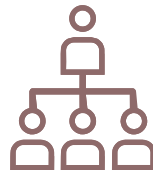


	Year One	Year Two	Year Three
Revenue	\$100,000	\$175,000	\$250,000
Expenses	\$70,000	\$110,000	\$150,000
Net Income	\$30,000	\$65,000	\$100,000



# Milestones & Future Plans

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# Appendix

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# Let's Stay in Touch!



123.456.7890



Info@joyinside.org



Mirahyoung.com



@yourusername