

# Coaching Business Plan

## I. EXECUTIVE SUMMARY

Brief Overview:

Mission Statement:

Unique Selling Propositions:

## II. BUSINESS DESCRIPTION

Nature of Business:

Services Offered:

Business Structure:

## III. MARKET ANALYSIS

Industry Overview:

Target Market:

Competitive Landscape:

IV. ORGANIZATION & MANAGEMENT

Team Composition:

Roles & Responsibilities:

Organizational Structure:

V. SERVICE/PRODUCT LINE

Features:

Benefits:

VI. MARKETING & SALES STRATEGY

Client Acquisition:

Client Retention:

Pricing Model:

VII. FUNDING REQUEST (IF APPLICABLE)

Funding Needed:

Usage of Funds:

ROI (Return on Investment):

VIII. FINANCIAL PROJECTIONS

Year 1:

Year 2:

Year 3: