

Ecommerce Business Plan Template

Company Logo

Company Name

Company Address:

Company phone number:

Prepared by:

[Your name]

[Your company title]

[email id]

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1 - Executive summary

(Provide a 1-2 page overview of your ecommerce business. Highlight the most crucial pieces of information)

Vision Statement:

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Mission Statement:

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Business objectives:

1 -
2 -
3 -
4 -

Key metrics:

Metrics	Goal

2 - Company overview

Company description:

(Provide a 1-2 paragraph description of your business, highlighting what types of products/services you will offer, who your target market is and why you believe your current business plan will be successful)

Business Model:

(Describe whether you're planning to use a traditional sales model or a subscription model, whether you'll sell directly to customers or source products for other manufacturers and whether you'll operate a business-to-business (B2B) or business-to-customer (B2C) ecommerce store)

Unique selling proposition:

(Explain how your business will stand out from the competition and what your plan is to become a leader in the industry)

Management structure:

(Provide background on your business's leadership and details about the composition of your workforce)

3 - Describe products and services

Product Offering(s):

(Describe your product line in more detail, if applicable. List each product and its functionality)

Service Offerings:

(Describe your service line in more detail, if applicable. List each service and why you're offering it)

Pricing Model:

(What will you charge for each of your products and services? What will your markups be and why?)

4 - Competitive analysis

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Type of competitor				
Target audience				
Customer reviews				
Pricing structure				
Revenue model				
Strengths				
Weaknesses				
Opportunities				
Threats				
Feature 1				
Feature 2				
Feature 3				
Feature 4				

5 - Marketing plan

Positioning Statement:

(Create a positioning statement that allows you to occupy a distinct and favourable place in the minds of your consumers, making it more memorable and appealing)

Marketing Channels:

(List your main marketing channels, like paid marketing, event marketing, content marketing, influencers, etc.)

Tools and Technology:

(What tools will you equip your marketing team with? Will you use a content management system, marketing automation software or social media management tools?)

6 - Finances

Online store development costs:

Cost of labour	
Cost of technology	
Cost of software licences	
Equipment	
Others	

Operating expenses:

Cost of server hosting	
Marketing expenses	
Customer support expenses	
Online store maintenance	
Other operational costs	

Revenue projections:

(Predict your revenue based on user growth and your chosen business model, including best-case and worst-case)

Break-even analysis:

(Determine when your online store will start generating enough revenue to cover all its costs)