

Ecommerce Business Plan Template

1. Executive Summary

Business Name:

Website (if available):

Business Model: (Single store, marketplace, dropshipping, etc.)

Mission Statement:

Vision Statement:

Goals: (Example: Reach \$10,000 monthly revenue in 6 months)

Unique Value Proposition:

Tip: Keep this section short, around one paragraph. It should summarize what your business does and what makes it special.

2. Company Description

Business Overview: (Write a few sentences about your company. What do you sell? What problem are you solving?)

Story or Inspiration: (Why did you start this business? What inspired the idea?)

Legal Structure: (Sole Proprietorship, Partnership, LLC, Corporation, etc.)

Business Location:

Current Stage: (Idea, Pre-launch, Launched, Scaling)

3. Market Analysis

Target Audience: (Age, location, interests, shopping habits, and pain points)

Market Trends: (Write about current trends or growth opportunities in your industry. Example: "Demand for eco-friendly skincare is growing by 6% annually.")

Competitor Analysis:

Competitor	Strengths	Weaknesses	Price Range	Opportunities
Example Brand A	Strong Instagram presence	Expensive products	\$\$-\$\$\$	Offer affordable alternatives
Example Brand B	Great packaging	Limited product line	\$\$	Expand with bundles

4. Product Line and Pricing

Product 1: Description, price, and key benefits

Product 2: Description, price, and key benefits

Product 3: Description, price, and key benefits

Pricing Strategy: (Cost-based, Market-based, or Value-based. Explain your logic briefly.)

Bundles or Offers: (Example: Starter Kit, Gift Sets, Subscription Boxes)

5. Marketing and Sales Plan

Marketing Channels: (Example: Instagram, TikTok, Email, SEO, Paid Ads)

Content Strategy: (Describe what type of content you'll create. Example: Tutorials, User-Generated Content, Reviews.)

Promotional Tactics:(Discounts, loyalty programs, influencer partnerships, referral systems.)

Sales Funnel Overview: (How customers discover, purchase, and return to your store.)

Monthly Marketing Budget: Estimated cost per month: \$_____

6. Operations Plan

Product Sourcing or Production: (Where products come from and how you manage quality.)

Inventory Management: (Where and how you store stock.)

Order Fulfillment: (Shipping methods, packaging process, delivery times.)

Technology and Tools: (Your ecommerce platform, CRM, analytics tools, etc.)

Customer Support Process: (How customers can reach you and how you handle returns or issues.)

7. Team and Management Structure

Team Member	Role	Key Responsibilities
Your Name	Founder / CEO	Strategy, operations, partnerships
Example	Marketing Manager	Campaigns, content, social media
Example	Operations Lead	Fulfillment, logistics, inventory

Future Hiring Plans: (Example: Hire customer support assistant in 6 months, freelance designer for campaigns.)

Advisors or Partners: (Add mentors or consultants if you have any.)

8. Financial Plan

Startup Costs:

Item	Estimated Cost
Website and hosting	\$ _____
Product development or inventory	\$ _____
Packaging and branding	\$ _____
Marketing	\$ _____
Other costs	\$ _____
Total	\$ _____

Sales Forecast (First 12 Months):

Month	Expected Sales	Estimated Revenue	Notes
Month 1			
Month 2			

Month 3			
...			

Total (Year 1)

Operating Costs: Monthly recurring expenses like hosting, ads, logistics, and tools.

Profit Margin: (Expected profit percentage after all expenses.)

Funding Needs (if any): (How much funding you need and how you'll use it.)

9. Review and Next Steps

Milestones: (Example: Launch website by March, reach 100 orders by May, introduce new collection by August.)

KPIs to Track: (Sales, conversion rate, customer retention, website traffic.)

Update Frequency: (Review this business plan every 3 months.)