

Business Plan of (name of publishing house) for 2013–2014

Objective: Exmample: “By God’s grace and enabling, we want to see _____ attain a positive monthly cash flow, increase its sales, and reduce the inventory of slow moving titles. In so doing, we hope to have a healthier financial state so we can reach more people for Christ through our life– transforming books.

Company Description: (Please give a short description of who and what is your publishing house, it’s mission and vision.)

Current Problems and Challenges: (Please give a short summary of your financial situation, the problems and challenges you now face and would like to overcome.)

Market Analysis: What to include in your market analysis:

Industry Description and Outlook – Describe the Christian publishing industry, including its current size and historic growth rate as well as other trends and characteristics

Information About Your Target Market – Narrow your target market to a manageable size. If you are targeting both the Christian and non–Christian markets, identify the market segments that you would like to reach.

Distinguishing characteristics – What are the critical needs of your potential customers? Are those needs being met? What are the demographics of the group and where are they located? Are there any seasonal or cyclical purchasing trends that may impact your business?

Estimated size of the primary target market –

Competitive Analysis – Your competitive analysis should identify your “competition” by product line or service and market segment. Who are your closest competitors? What is your standing compared to them?

Publishing Program: (please see attached Excel files)

1. New titles
2. Bestsellers’ marketing plan

3. Slow moving titles' plan

Financial Plans:

1. Projected monthly cash flow (this should incorporate all the plans in the publishing program. Please see template attached. Include only what is applicable.)
2. Projected income statement at the end of 2013 (If possible, also prepare the projected income statement for end of 2014)

Total Cash Infusion Needed: (This is the amount of cash needed to make all plans for 2013–2014 be implemented.)

Executive Summary: (Summarize your business plan in 1 or 2 paragraphs and then put this Executive Summary right after the Objective.)