

# How to Write a Social Enterprise Business Plan

## TITLE PAGE

A clear and simple title page. Example: ABC Social Enterprise Business Plan.



## EXECUTIVE SUMMARY

A short and compelling overview of your Social Enterprise Business Plan.



## SOCIAL ENTERPRISE CONCEPT

A 250 to 300 word description of your market solution to a social problem, organization, and sustainability.



## SOCIAL PROBLEM

A comprehensive description of the social problem your Social Enterprise is going to solve.



## PRODUCTS AND SERVICES

A comprehensive description of your Social Enterprise's product or service.



## MARKETING PLAN

A comprehensive description of your strategy to attract and retain customers.



## OPERATIONS PLAN

A comprehensive description the day to day operations of your Social Enterprise.



## HUMAN RESOURCES

A comprehensive description of the people you will need in order to run your Social Enterprise.



## FINANCIAL PLAN

A comprehensive description of how you are going to raise capital and transition into a financially sustainable Social Enterprise.

