|  |  |
| --- | --- |
|  | Niche plan |

Before tackling an industry niche, it’s important to create an abbreviated business development plan to guide your activities. Please cover the following categories in developing your three- to five-page plan:

Service description

|  |
| --- |
|  |

Target market

|  |
| --- |
|  |

Industry trends

|  |
| --- |
|  |

Current clients

|  |
| --- |
|  |

Goals

|  |  |
| --- | --- |
| **Goal 1** | Insert information here |
| **Metrics** | Insert information here |

|  |  |
| --- | --- |
| **Goal 2** | Insert information here |
| **Metrics** | Insert information here |

|  |  |
| --- | --- |
| **Goal 3** | Insert information here |
| **Metrics** | Insert information here |

Strategies

|  |  |
| --- | --- |
| **Strategy 1** | Insert information here |
| **Metrics** | Insert information here |

|  |  |
| --- | --- |
| **Strategy 2** | Insert information here |
| **Metrics** | Insert information here |

|  |  |
| --- | --- |
| **Strategy 3** | Insert information here |
| **Metrics** | Insert information here |

Budget

|  |  |
| --- | --- |
| **Expense description** | **$’s** |
| Insert information here | $0 |
| Insert information here | $0 |
| Insert information here | $0 |
| Insert information here | $0 |
| Insert information here | $0 |
| Insert information here | $0 |
| Insert information here | $0 |

Marketing mix

|  |  |
| --- | --- |
| **Product** | Insert information here |
| **Price** | Insert information here |
| **Placement** | Insert information here |
| **Metrics** | Insert information here |
| **Promotion** | Insert information here |

Competition

|  |
| --- |
| Insert information here |

Firm strengths

|  |  |
| --- | --- |
| **Strength 1** | Insert information here |
| **Strength 2** | Insert information here |
| **Strength 3** | Insert information here |
| **Strength 4** | Insert information here |
| **Strength 5** | Insert information here |

Firm weaknesses

|  |  |
| --- | --- |
| **Weakness 1** | Insert information here |
| **Weakness 2** | Insert information here |
| **Weakness 3** | Insert information here |
| **Weakness 4** | Insert information here |
| **Weakness 5** | Insert information here |

Value proposition

|  |
| --- |
| Insert information here |

Monthly tactics

|  |  |
| --- | --- |
| **Month 1** | Insert information here |
| **Month 2** | Insert information here |
| **Month 3** | Insert information here |
| **Month 4** | Insert information here |
| **Month 5** | Insert information here |
| **Month 6** | Insert information here |
| **Month 7** | Insert information here |
| **Month 8** | Insert information here |
| **Month 9** | Insert information here |
| **Month 10** | Insert information here |
| **Month 11** | Insert information here |
| **Month 12** | Insert information here |

Other items

|  |
| --- |
| Insert information here |