# Social Enterprise Business Plan

## Summary

**<Insert summary here>**

## Impact

**INSTRUCTIONS: Use this section to describe the positive impact that your social enterprise will have.**

**Problem**

<Briefly describe the problem being addressed>

**Theory of Change**

<Describe how the social enterprise will address the problem using a [theory of change](http://www.tools4dev.org/resources/theory-of-change-vs-logical-framework-whats-the-difference-in-practice/#:~:text=In%20practice%2C%20a%20Theory%20of,not%20related%20to%20your%20program.)>

**Impact Goal**

<Insert the impact goal of the social enterprise>

**Outcomes**

* <Insert outcome 1>
* <Insert outcome 2>
* <Insert outcome 3>.

## Business

**INSTRUCTIONS: Use this section to describe how the social enterprise will make money and become a viable business.**

**Products & Services**

<Describe the products and services the social enterprise will offer>

**Target Market**

<Describe the target market for the products and services, and provide any available statistics on how big this target market is and the total value of the market (this is sometimes called the “addressable market”>

**Marketing & Sales**

<Describe how you will use marketing and sales to attract customers for your social enterprise>

**Operations**

<Describe how your operations will run to deliver the products and services to the customers>

**Financial Goal**

<Describe your overall financial goal for the business>

**Financial Forecast**

<Include a table or spreadsheet with a [financial forecast](https://www.inc.com/guides/business-plan-financial-section.html) showing how you will reach the goal>

**Profit Distribution**

<Describe how profit from the business will be used. For example, will it be re-invested in the business or used to fund non-revenue generating impact activities. The way that profit is used it one of the defining features of a [social enterprise versus a for-profit business](http://www.tools4dev.org/resources/what-is-a-social-enterprise/)>

**Competitor Landscape**

<Describe your competitors, and identify your competitive advantage compared with them>

**Management Team**

<Describe the key people in your management team and their experience>