

>>> January 2025

# SETTING GOALS FOR THE NEW YEAR - WRITING A BUSINESS PLAN



Set yourself up for success in the New Year by writing a **business plan**: a written document that serves as a road map for a business to plan its future.

## TRADITIONAL BUSINESS PLAN

A popular format that uses a standard structure and lays out each section in detail. This requires more work upfront and it can be lengthy

- Executive Summary
- Company Description
- Market Analysis
- Organization/ Management
- Service or Product Line
- Marketing & Sales
- Funding Request
- Financial Projections

[Download the HarborOne template](#)  
(traditional business plan template)

## LEAN BUSINESS PLAN

This focuses on summarizing the most important points and elements of your business plan. This takes less time to draft and is about one page in total.

- Key Activities
- Key Resources
- Value Propositions
- Customer Relationships
- Customer Segments
- Channels
- Cost Structure
- Revenue Streams

[Download the Small Business Administration template](#) (lean business plan template)