

# Online Store Business Plan

Use this template to plan your product range, sales channels, fulfillment, and order economics. Replace bracketed text and support inventory and acquisition assumptions with tests or quotes.

|                             |                            |                          |
|-----------------------------|----------------------------|--------------------------|
| BUSINESS<br>[Business name] | PREPARED BY<br>[Your name] | DATE<br>[Month and year] |
|-----------------------------|----------------------------|--------------------------|

## 01 Business Overview

What the business is, who it serves, and why customers will choose it.

### Store summary

[Store name] sells [product range] to [target buyer] through [own site or marketplace]. Our products help customers [benefit]. Our first-year goal is [measurable sales, customer, or margin result].

### Buyer and demand

Our ideal buyer is [profile, budget, and buying occasion]. They discover products through [channels] and compare us with [alternatives]. Demand is supported by [research, waitlist, tests, or orders with dates].

### Product range and pricing

We will launch with [number and type of products]. The initial range is chosen for [customer need and operational reasons]. Prices are based on [costs, alternatives, and value]. Our difference is [specific feature, service, or positioning].

### Suppliers and stock plan

We will source from [supplier or criteria]. Minimum order quantities, lead times, and payment terms are [details]. Initial stock covers [assumption] and will be reordered using [rule]. Backup supply is [option].

#### WHAT MUST BE TRUE

The three assumptions that matter most are [assumption one], [assumption two], and [assumption three]. We will verify them through [evidence or test], with a decision date of [date].

## 02 Marketing & Operations

Turn the plan into specific actions, owners, and measurable results.

### Customer acquisition and retention

We will test [channels] with a budget of [amount]. We will track visits, conversion, average order value, acquisition cost, returns, and repeat purchases. Our retention approach is [service, email, product, or offer].

### Fulfillment and service

Orders move from [platform] to [packing process or partner] and ship within [target]. Shipping charges and returns are handled through [policy]. [Role] owns stock accuracy, customer support, and delivery exceptions.

### Team and systems

[Name] is responsible for buying and merchandising; [name] for marketing; [name] for fulfillment and support. Core systems are [store, payments, inventory, accounting]. Confirm relevant product, tax, privacy, and consumer requirements locally.

### The next 90 days

| WHEN          | ACTION AND SUCCESS MEASURE                                     | OWNER  |
|---------------|----------------------------------------------------------------|--------|
| First 30 days | [Validate the most important assumption and record the result] | [Name] |
| Days 31–60    | [Launch or improve the first offer and measure response]       | [Name] |
| Days 61–90    | [Review results and decide what to change or expand]           | [Name] |

#### WEEKLY REVIEW

Review [customer demand, quality, sales, margin, and cash] every [day]. Record what changed, what was learned, and the next action. Update this plan when the evidence changes.

## 03 Financial Plan

Currency [Code] · Planning month [Month and year] · Replace every placeholder with a supported estimate. This worksheet does not calculate automatically.

| ASSUMPTION OR RESULT                                             | YOUR ESTIMATE |
|------------------------------------------------------------------|---------------|
| Average order value                                              | [Amount]      |
| Orders per month                                                 | [Count]       |
| Variable cost per sale or customer                               | [Amount]      |
| Fixed operating costs per month                                  | [Amount]      |
| <b>Monthly revenue = average revenue × volume</b>                | [Amount]      |
| <b>Operating result = revenue – variable costs – fixed costs</b> | [Amount]      |
| One-time startup spending                                        | [Amount]      |
| Cash available before startup spending                           | [Amount]      |

**NOTE** Variable order costs should include goods, packaging, payment fees, shipping subsidy, and an allowance for returns where relevant. Track inventory prepayments separately in cash flow.

### Funding and cash timing

We need [amount] for stock, website setup, launch tests, and working capital. Confirmed funding is [amount and source]. Supplier deposits are due [dates]. The plan for unsold or slow-moving stock is [action].

### Main risk and response

|                      |                                                                                                              |
|----------------------|--------------------------------------------------------------------------------------------------------------|
| <b>RISK</b>          | Inventory sells slowly or acquisition costs rise.                                                            |
| <b>RESPONSE</b>      | Start with a narrow range, cap test spending, track contribution after marketing, and reorder from evidence. |
| <b>EARLY WARNING</b> | [Measure that signals trouble], owned by [name], reviewed on [date].                                         |

### Supporting documents

Attach [dated market evidence, quotes, resumes, agreements, permits, and detailed financial schedules] as relevant. An external reader may require additional statements or projections.

**CASH** Operating result is not the same as available cash. Model collection delays, taxes, loan payments, stock purchases, later funding, and other cash movements separately.