

Construction Business Plan Template

Company Name:

Business Plan

Date:

Phone Number:

Street Address:

Email:

Website:

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Executive Summary

An executive summary is an overview of your construction business plan—it gives readers the basics of your business’s goals, financial projections, strategies, and more. Write this section last, as it should be a summary of your business plan. It should be no longer than two pages.

Company Description

The company description outlines vital details about your company, like your location, the size of the business, what you do, and what you hope to do in the future.

When writing your company description, try to include the following information:

- The official company name
- Type of business structure (sole proprietorship, LLC, corporation, etc.)
- Names of the owners/management team
- The business location
- A company history that outlines when the business started, why you created it, and what it does

Mission and vision statements

Market Analysis

A robust market analysis gives you the foundation to create a strong construction business plan with the best chance at success. Use this section to outline all the market research you've conducted and gathered.

Outline what factors will lead to success in your industry and focus on how your business will serve your target market.

Operations Plan

The operations plan lets you lay out all those parts and explain how you'll run your company. This includes everything from your physical location, facilities, staffing needs, and equipment you'll require. Be thorough in your description and make sure to include enough information to give readers an idea of how your business will operate.

Marketing and Advertising Strategies

The marketing and advertising strategies section can outline all of the strategies you plan to use and can include a rough budget of what you plan to spend on marketing and advertising.

Financial projections

The financial projections section includes details about how you're funding your business, projected revenues and expenses, and profitability projections. Accurate financial projections give potential lenders and investors confidence in your understanding of the industry and the viability of your business.

Cash flow projection: An estimate of how much money you expect to come in and out of your business

Capitalization plan: List how you plan to raise and use capital

Break-even analysis: A projection of how many projects you'll need to take on and how long it will take for you to cover the costs of doing business

Conclusion

In a few sentences, summarize the main points of your business plan that you want to stick with the reader. Explain the next steps and provide your contact information.