

# candle**science**

## Business Plan Template

### Business Name

Include your full business name.

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### Pitch

Write one sentence that describes the core of your business (“the who”) and the value you bring to customers (“the what”).

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### Target Market

Define your target market. Will you make candles for a mass market, mid-market, or high-end marketplace? Describe who will buy your candles, how they’ll buy your candles, and how much they’re willing to pay.

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## **Market Niche**

Explain what makes your candles unique and separates your brand from the competition.

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## **Branding**

Describe your brand name and identity.

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## **Startup Budget**

List estimated costs for your first two months in business.

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## **Product Line and Pricing**

Describe your candle line and price points.

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## **Sales Platforms**

Explain where you'll sell your candles.

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## **Structure**

Describe your business structure, permitting, and licensure.

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