



Zoho
Commerce

Ecommerce business plan template

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Brand Name

Executive Summary

A condensed summary of the entire ecommerce business plan.

Business summary:

Mission:

Vision:

Product/service overview:

The pain point and solution:

Value proposition:

Business model:

Legal setup:

Financial projection:

Funding:

Business overview

A rundown of the company background, mission, vision, and the key members of the management team.

About:

Organization structure:

Key members:

Market research

Essential market information required on target market, size and growth potential, core customer needs and buying behaviors.

Industry overview:

Target market:

Customer persona:

Customer pain points:

Buying behavior:

Market gaps & opportunities:

Market potential:

Competitor Analysis

A structured SWOT analysis that analyzes key competitors and identifies opportunities to capitalize on.

Strengths:

Weaknesses:

Opportunities:

Threats:

Business model

The business model chosen from B2B, B2C, B2G, C2B, C2C, D2C, C2G.

Product/service strategy

Detailed explanation of product/service offering, different types, features, sourcing methods, production cycle and pricing strategy.

Product/ Service:

Categories:

Features & benefits:

Sourcing methods:

Production cycle (if applicable):

Pricing strategy:

Unique selling propositions (USPs)

Specific factors that clearly differentiate the product/service and provide unique customer value.

Branding elements

Outline of the complete brand Identity, including the voice, tone, visual aesthetic, and core messaging framework.

Brand identity:

Brand tagline:

Brand voice & tone:

Visual elements:

1) Logo concept:

2) Color Palate:

3) Typography:

Core messages:

Marketing strategy

Detailed view of the specific organic and paid channels intended for use, budget allocations, and key activities required to meet sales goals.

Marketing channels:

1) Organic: _____

2) Paid: _____

3) Budget allocations: _____

Marketing activities for each channel:

Marketing activities for each channel:

Ecommerce store

Rundown of the chosen e-commerce platform, domain, hosting, and essential third-party integrations.

Ecommerce platform:

Reasons for choosing this platform:

Domain name:

Hosting provider:

Online store structure:

Third-party integrations:

1) Payment:

2) Shipment:

3) Accounting:

4) Marketing: _____

Timeline for store launch

A clear, realistic schedule for the online store, from development to store launch.

Logistics and operational plan

Details of the entire supply chain, including inventory management, warehousing, sourcing terms, and fulfillment/ returns processes.

Inventory management:

1) Inventory storage place: _____

2) Stocking strategy: _____

3) Cataloging/ SKU organization: _____

4) Reorder points: _____

5) Replenishment frequency: _____

Supplier relationships:

1) Suppliers or manufacturers:

2) Contract terms:

3) Minimum order quantities:

4) Lead times:

Shipping and fulfillment partners:

1) Shipping partners:

2) Delivery zones:

1) Local

2) Domestic

3) International

3) Shipping strategy:

4) Returns logistics process:

5) Tracking tools:

6) Communication channels: _____

7) Expected delivery timelines:

1) Local _____

2) Domestic _____

3) International _____

Financial plan

Clear explanation on required funding, revenue/expense forecast, and break-even analysis.

1) Business capital: _____

2) Required funding: _____

3) Fundraising methods:

Business profitability:

1) Projected expenses: _____

2) Projected revenue: _____

Financial projections:

	Expected Revenue	Expected Expenses	Expected Profit
Quarter 1			
Quarter 2			
Quarter 3			

Break-even analysis: _____