

Dropshipping Business Plan

Sample plan for Trailhead Supply Online (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Trailhead Supply Online is a new dropshipping business based in [City, State]. We will serve online shoppers in a defined niche and gift buyers, offering curated products in one niche, bundles to raise order value and private label products once volume grows. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$120,000, growing to \$172,000 by year three. Startup costs are estimated between \$3,800 and \$20,300. We are seeking \$12,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Dropshipping removes inventory risk but leaves thin margins and heavy competition. Your plan should show how you choose products and suppliers, how you keep shipping times reasonable and how your ad spend math works after product cost, fees and refunds.

Item	Details
Legal name	[Trailhead Supply Online LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Curated products in one niche	[Describe]	[\$]	[\$]
Bundles to raise order value	[Describe]	[\$]	[\$]
Private label products once volume grows	[Describe]	[\$]	[\$]

Revenue streams:

- Product sales with markup
- Upsells and bundles
- Shipping protection fees

4. Market Analysis

Target customers:

- Online shoppers in a defined niche
- Gift buyers
- Social media audiences
- Repeat buyers via email

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Short-form video ads
- Niche influencers
- Email capture with discounts
- SEO content on the store blog

Channel	Monthly budget	Goal
Short-form ...	[\$]	[#]
Niche ...	[\$]	[#]
Email ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- Sales tax registration [] obtained
- Payment processor approval [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Return on ad spend	Revenue divided by ad spend.	[Target]
Net margin per order	After product, shipping, fees and ads.	[Target]
Refund and chargeback rate	Shipping problems show up here.	[Target]
Repeat purchase rate	Lowers blended acquisition cost.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Long shipping times	[Your plan]
Supplier quality problems	[Your plan]
Ad account issues	[Your plan]
Low barriers for copycats	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Store platform and apps	\$300	\$1,500	[\$]
Branding and design	\$200	\$2,000	[\$]
Product samples	\$200	\$1,000	[\$]
Ad testing budget	\$2,000	\$10,000	[\$]
Business registration	\$100	\$800	[\$]
Working capital reserve	\$1,000	\$5,000	[\$]
Total	\$3,800	\$20,300	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$120,000	\$150,000	\$172,000
Cost of sales	\$84,000	\$105,000	\$120,400
Gross profit	\$36,000	\$45,000	\$51,600
Operating expenses	\$34,200	\$37,620	\$40,630
Net income before tax	\$1,800	\$7,380	\$10,970

Example assumptions: 30% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$12,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Store platform and apps	[\$]
Branding and design	[\$]
Product samples	[\$]
Ad testing budget	[\$]
Business registration	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a dropshipping plan:

- Show break-even return on ad spend.
- Name primary and backup suppliers.
- Explain how you will build a brand beyond one product.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.