

Ecommerce and Online Store Business Plan

Sample plan for Northwind Goods Co. (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

Northwind Goods Co. is a new ecommerce and online store business based in [City, State]. We will serve shoppers searching for a specific product niche and social media followers, offering a focused product line, bundles and gift sets and subscriptions or replenishment. 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 \$250,000, growing to \$359,000 by year three. Startup costs are estimated between \$15,300 and \$88,000. We are seeking \$52,000 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

Online stores trade rent for marketing spend. The plan has to show product sourcing, landed cost, average order value, customer acquisition cost and repeat purchase rate, because growth usually depends on whether a customer is worth more than it costs to win them.

Item	Details
Legal name	[Northwind Goods Co. 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

--

3. Products and Services

Offering	Description	Price	Cost to deliver
A focused product line	[Describe]	[\$]	[\$]
Bundles and gift sets	[Describe]	[\$]	[\$]
Subscriptions or replenishment	[Describe]	[\$]	[\$]
Wholesale accounts	[Describe]	[\$]	[\$]

Revenue streams:

- Direct online sales
- Marketplace sales such as Amazon or Etsy
- Wholesale orders

4. Market Analysis

Target customers:

- Shoppers searching for a specific product niche
- Social media followers
- Repeat buyers on subscription
- Wholesale buyers

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

--

5. Competition

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

Why customers will choose us

--

6. Marketing and Sales

Planned marketing activities:

- Search engine optimization for product pages
- Paid social and search ads
- Email and SMS flows
- Influencer and affiliate partnerships

Channel	Monthly budget	Goal
Search ...	[\$]	[#]
Paid ...	[\$]	[#]
Email ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license and EIN [] obtained
- Sales tax registration where you have nexus [] obtained
- Product safety compliance for regulated categories [] obtained
- Import documentation if sourcing overseas [] 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
Customer acquisition cost	Marketing spend divided by new customers.	[Target]
Average order value	Revenue per order.	[Target]
Conversion rate	Visitors who buy.	[Target]
Customer lifetime value	Total gross profit from a customer over time.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Rising ad costs	[Your plan]
Inventory tied up in slow sellers	[Your plan]
Supplier delays	[Your plan]
Marketplace fee and policy changes	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Initial inventory	\$5,000	\$40,000	[\$]
Store platform, theme and apps	\$500	\$3,000	[\$]
Product photography	\$500	\$3,000	[\$]
Branding and packaging	\$1,000	\$5,000	[\$]
Launch advertising	\$3,000	\$15,000	[\$]
Business registration and legal	\$300	\$2,000	[\$]
Working capital reserve	\$5,000	\$20,000	[\$]
Total	\$15,300	\$88,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$250,000	\$312,000	\$359,000
Cost of sales	\$125,000	\$156,000	\$179,500
Gross profit	\$125,000	\$156,000	\$179,500
Operating expenses	\$118,750	\$130,625	\$141,075
Net income before tax	\$6,250	\$25,375	\$38,425

Example assumptions: 50% 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 \$52,000 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
Initial inventory	[\$]
Store platform, theme and apps	[\$]
Product photography	[\$]
Branding and packaging	[\$]
Launch advertising	[\$]
Business registration and legal	[\$]

Working capital reserve	[\$]
-------------------------	------

Appendix

Writing tips for a ecommerce and online store plan:

- Show landed cost per unit including shipping and duties.
- Model CAC and lifetime value by channel.
- Plan inventory reorder points.

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