



First Step to Starting a Business in India

Business Planning Worksheet

Welcome to the Indian market! This worksheet is designed by Address.in team to guide you through the essentials of starting or expanding your small business in India. This worksheet will help you map out your business plan, identify key aspects of your offerings, and strategize your market entry.

Questions:	Answers:
Name of Your Business	
Date You Started (or Plan to Start) Your Business	
How Much Will It Cost to Start (or Expand) Your Business	
Actual or Projected Annual Revenues (from the Past Year and/or This Current Year)	
Briefly Describe Your 3-5 Primary Products or Services	
List Pricing for Your 3-5 Primary Products or Services	



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Questions:	Answers:
List Cost of Goods for Your Primary Products or Services	
Briefly Describe What Makes Your Products or Services Different and/or Better than Other Similar Products or Services	
List the Top 5 Ways You'll Market Your Products or Services	
Briefly Describe Your Experience and What Makes You Qualified to Run This Type of Business	
What Would Be the Biggest Threat/Obstacle to Making This Business a Success	

Instructions on How to Use This Worksheet:

Read Each Section Carefully

Start by thoroughly understanding each question. The clarity of your responses will help create a solid business plan.

Be Honest and Detailed

Provide honest, detailed answers to each question. This worksheet is for your benefit, so the more accurate your responses, the better your business planning will be.

Use Realistic Figures

When estimating costs, revenues, and pricing, use realistic and attainable figures. If you are unsure, conduct research or seek advice from industry experts.

Review and Revise

Once you have completed the worksheet, review your answers. Make any necessary revisions to ensure your plan is comprehensive and well-thought-out.

Consult with Advisors

Consider sharing your completed worksheet with business advisors or mentors for feedback and additional insights.

This worksheet is a stepping stone in your entrepreneurial journey. By thoughtfully completing it, you are laying a strong foundation for your business's success in the dynamic Indian market. Good luck!