SIYB创业计划书样本

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**一、企业概况**

**主要经营范围：**

**主营：**

**兼营：**

**企业类型：**

□生产制造        □服务         □批发          零售         □农业

□新型产业        □传统产业     □其他

**二、创业计划作者的个人情况**

**以往的相关经验（包括时间）：**

**三、市场评估**

**目标顾客描述：**

**市场容量或本企业预计市场占有率：**

**市场容量的变化趋势：**

**竞争对手的主要优势：**

**竞争对手的主要劣势：**

**本企业相对于竞争对手的主要优势：**

**本企业相对于竞争对手的主要劣势：**

**四、市场营销计划**

**1. 产品**

|  |  |
| --- | --- |
| **产品或服务** | **主要特征** |
|  |  |
|  |  |
|  |  |

**2.价格**

|  |  |  |  |
| --- | --- | --- | --- |
| **产品或服务** | **成本价** | **销售价** | **竞争对手的价格** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**3.地点**

**（1）选址细节：**

|  |  |  |
| --- | --- | --- |
| 地址 | 面积（平方米） | 租金或建筑成本 |
|  |  |  |

**（2）选择该地址的主要原因：**

**（3）销售方式**（选择一项并打∨）：

将把产品或服务销售或提供给：   最终消费者   □零售商    □批发商

**（4）选择该销售方式的原因:**

**4．促销**

|  |  |  |  |
| --- | --- | --- | --- |
| 广告 | 在各类论坛的灌水区发广告贴 | 成本预测 | 无 |
| 朋友关系 |  | 成本预测 | 无 |
| 营业推广 |  | 成本预测 | 无 |

1. **企业组织结构**

**企业将登记注册成**

 合伙企业                  □有限责任公司

□个人独资企业                      □其他

**拟议的企业名称：**

**企业的员工**（请附企业组织结构图和员工工作描述书）**：**

**职务                                 预计费用**

**业主或经理**                            **月薪金**

    经理1               1人                      自负盈亏

    经理2                1人                     自负盈亏

**企业将获得的营业执照、许可证：** 

**类型                                   预计费用**

**企业的法律责任（保险、员工薪酬、纳税）：** 

**种类                                    预计费用**

      无                                                 无

**合伙（合作）人与合伙（合作）协议：**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **内   合伙人**  **容**  **条  款** | 合伙人1 | 暂无合伙人 | 暂无合伙人 | 暂无合伙人 |
| 出资方式 |  |  |  |  |
| 出资数额  与期限 |  |  |  |  |
| 利润分配  和亏损分摊 |  |  |  |  |
| 经营分工、  权限和责任 |  |  |  |  |
| 合伙人个人  负债的责任 |  |  |  |  |
| 协议变更  和终止 |  |  |  |  |
| 其他条款 |  |  |  |  |

**六、固定资产**

**1.工具和设备**

根据预测的销售量，假设达到100%的生产能力，企业需要购买以下设备：

|  |  |  |  |
| --- | --- | --- | --- |
| **名称** | **数量** | **单价** | **总费用**（元） |
|  |  |  |  |
|  |  |  |  |
| **合      计** |  |  |  |

|  |  |  |
| --- | --- | --- |
| **供应商名称** | **地址** | **电话或传真** |
|  |  |  |
|  |  |  |

**2.交通工具**

根据交通及营销活动的需要，拟购置以下交通工具：

|  |  |  |  |
| --- | --- | --- | --- |
| **名称** | **数量** | **单价** | **总费用（元）** |
|  |  |  |  |
| **合        计** |  |  |  |

**3.办公家具和设备**

**办公室需要以下设备：**

|  |  |  |  |
| --- | --- | --- | --- |
| **名称** | **数量** | **单价** | **总费用（元）** |
|  |  |  |  |
|  |  |  |  |
| **合        计** |  |  |  |
|  | | | |

**4.固定资产和折旧概要**

|  |  |  |
| --- | --- | --- |
| **项目** | **价值** | **年折旧（元）** |
|  |  |  |
|  |  |  |
|  |  |  |
| **合           计** |  |  |

**七、流动资金（月）**

**1. 原材料和包装**

|  |  |  |  |
| --- | --- | --- | --- |
| **项目** | **数量** | **单价** | **总费用（元）** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **合    计** |  |  |  |

|  |  |  |
| --- | --- | --- |
| **供应商名称** | **地址** | **电话或传真** |
|  |  |  |

2、**其他经营费用（不包括折旧费和贷款利息）**

|  |  |  |
| --- | --- | --- |
| **项目** | **费用（元）** | **备注** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **合      计** |  |  |

1. **销售收入预测（12个月)**

**附表格**

**八、销售收入预测（12个月）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 销售月份销售的产品情况或服务 | | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **合计** |
| 产品一 | 销售数量 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 平均单价 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **月销售额** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 产品二 | 销售数量 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 平均单价 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 月销售额 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 产品三 | 销售数量 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 平均单价 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 月销售额 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 产品四 | 销售数量 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 平均单价 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 月销售额 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **合  计** | 销售总量 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **销售总收入** |  |  |  |  |  |  |  |  |  |  |  |  |  |

1. **销售和成本计划**

**附表格**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **金额月份**      （元）  **项目** | | | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **合计** |
| **销**  **售** | 含流转税销售收入 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 流转税（增值税） | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **销售净收入** | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **成**  **本** | 业主工资 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 员工工资 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 租金 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 营销费用 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 公用事业费 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 维修费 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 折旧费 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 贷款利息 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 保险费 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 其他 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 登记注册费 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **原材料** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **总 成 本** | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **利  润**（税前） | | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **纳税基数** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **税 费** | 企业所得税 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 个人所得税 | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **其他（估税）** | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **净收入（税后）** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |

1. **现金流量计划**

**附表格**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 金额月份           （元）  项      目 | | | **1** | **2** | **3** | **4** | | **5** | | **6** | | **7** | | **8** | **9** | | **10** | **11** | **12** | **合计** |
| **现**  **金**  **流**  **入** | 月初现金 | |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
| 现金销售收入 | |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
| 赊销收入 | |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
| 贷款 | |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
| 其他现金流入（业主投资） | |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
| **可支配现金（A）** | |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
| **现金流出** | 现金采购 |  |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
|  |  |  |  |  | |  | |  | |  | |  |  | |  |  |  |  |
|  |  |  |  | |  | |  | |  | |  |  |  | |  |  |  |  |
|  |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 业主和员工工资 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 租金 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 营销费用 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 公用事业费 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 维修费 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 贷款利息 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 保险费 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 登记注册费 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 设备 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 其他 | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| 税金（估税） | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| **现金总支出（B）** | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |
| **月底现金（A-B）** | | |  |  |  | |  | |  | |  | |  |  |  |  | |  |  |  |