

eCommerce Business Plan

A Fillable Template

Business Name:

Date:

Fill in each section below in one sitting. Every range shown is a real, typical figure, use whichever applies to your business model. This template accompanies the full guided framework at ecomguider.net/ecommerce-business-plan/.

Section 1: Market Research

Your product or service (be specific):

Who buys this (age range, interests, where they already shop):

Real demand signal (Google Trends pattern, what similar sellers are doing):

Three real competitors and what they seem to be missing:

Section 2: Choosing Your Platform

Your chosen platform:

Why this platform fits your model:

Monthly platform cost (a real number, not an estimate):

Section 3: Startup Cost Calculation

Use the ranges below to estimate your own total. Only fill in the rows that apply to your business model.

Cost Category	Typical Range	Applies To	Your Estimate
Domain	\$10-\$20/yr	Every model	
Platform or hosting	\$0-\$99/mo	Every model	
Product sample	\$30-\$50	Dropshipping, POD	
Initial inventory	\$500-\$5,000+	Standard B2C, wholesale	
Subscription packaging	\$2,000-\$10,000	Subscription box	
Apps and plugins	\$10-\$100/mo	Most models	
Initial test ad spend	\$50-\$300	Most models	
Your Total Estimate			

Your total realistic startup cost:

Section 4: Revenue Projections

Use a range, not a single guessed number. A range is more honest and gives you something real to track against.

Average order value:

Conservative monthly sales estimate (low end):

Realistic monthly sales estimate (middle case):

Expected time to first sale:

Most models: 2-6 weeks. Digital products: days.

Expected time to consistent profit:

Usually months, not weeks, regardless of model.

Section 5: The 90-Day Launch Timeline

Days 1-30: Foundation

- Register your business and set up your platform
- Complete your market research and finalize your product or service
- Build your store and connect payments

Days 31-60: Testing

- Launch to a small audience first
- Run your first small test ad or organic push
- Fix real problems before scaling

Days 61-90: Growth

- Increase ad spend or content based on what worked in testing
- Track your real numbers against Section 4
- Adjust your plan based on real data, not the original guess

Full guided framework, with explanations for every section: ecomguider.net/ecommerce-business-plan/