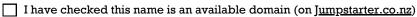
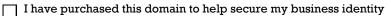
# Simple Business Plan Template for a Nutritionist Business

Business name:	







#### Key partners

Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: supplement suppliers, gyms, wellness brands, clinics, referral partners

# Key activities

What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: consults, workshops, digital guides, content

# Value proposition

What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: custom plans to help people feel healthier, lose weight or manage conditions

#### Key resources

What do you need to make your business work?

What assets are required to create value and deliver it? Think: website, client management software, qualifications, marketing materials

### Customer relationships

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How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community?

Think: one-on-one support, follow-up check-ins, online community, newsletters

#### Channels

How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: social media, website, email, webinars, referrals

# **Customer segments**

Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: individuals seeking better health, athletes, busy professionals, people with specific conditions

#### Cost structure

What are your biggest costs?

What do you spend money on to run the business? Think: software subscriptions, rent, marketing, staff Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

# Revenue streams

How does your business make money?

What do customers pay for? / How do they pay you? Think: hourly consults, digital products, courses

