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A business plan is essential for any business a success may it be an online business. Your business plan will outline the type of business you would conduct and how will you make it profitable. Same is the case with your business directory. If you are planning to run an online business directory, you need to have a business plan. This business plan will outline the type of business directory that you are planning to run and how will you generate income from it.

So, how do you write a business plan for an online business directory? Here are a few simple tips which can help you write a business plan for an online business directory:

â€¢ First of all, your business plan should highlight and outline the strategies using which you will generate money from your web directory. It should detail how your business directory will work and how will it become self sustaining and even profitable and will maintain it. You should also plan for unexpected occurrences and obstacles. It will also contain backup plans for example if your primary business generating tactic will not work, how you will modify your strategy and which path will you take to make it more effective so you can get business listings. Your short term goals along with long term ones should be clearly mentioned and time frame should be established to achieve these goals.

â€¢ Your mission statement should define your values and objectives to maintain your position in the marketplace. You should also mention how you understand your target audience and how do you identify your needs and wants. Also in your mission statement should be how you will meet them and how will you attract customers to list their business with you.

â€¢ Your business plan should also mention about your understand of the market competition and how will you be unique and stand apart. If you will be providing something better or will you be addressing a niche market.

â€¢ A comprehensive financial plan should also be mentioned in your business plan. You need to add information about advertising and promotions and your expected revenue. All the methods and plans which will earn you money should be mentioned in your business plan.

There already are so many business directories on the internet, yet if you come with a proper business plan and identify the needs and wants of customers, you can quickly make space for yourself in the market.

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