

Business Plan

Social Responsibility?

4. Describe the type of social responsibilities related to your business and how you will fulfill them:

Air and Water Pollution:

Conservation and Recycling:

Green Marketing:

Business Ethics:

Consumerism:

5. How does your social responsibility plan match up to one of the top socially responsible companies?

Business Plan

Management Structure: _____

6. Describe and explain the type of management structure will you build.

7. Draw an organizational chart for your business.

Business Plan

Dreaming the Business

Type of Ownership:

- Sole Proprietorship
- Partnership
- Corporation

Type of Business:

- Manufacturing
- Merchandising
- Service

Business Formation:

- New Independent Business
- Takeover
- Expansion
- Franchise

Business Hours:

Business Purpose:

Number of potential employees, duties and suggested pay for each:

Product(s) or Service(s) Offered:

Why customers should choose my business:

Business Plan

Business Name: _____

Business Logo:

Slogan:

Location and Description of Building(s):

Create and attach the following:

- an organizational chart for your business
- letterhead, business cards, sign(s) and flyer ideas
- a drawing or sketch of what you business will look like from the outside

Business Plan

Marketing Strategy

Describe your target customer: age, sex, etc.

How will you attract customers that are not in your target market?

Who/What is your direct competition?

Indirect competition?

How does their product or service differ from yours?

Describe your product or service's strengths and weaknesses?

Business Plan

Financial Plan

What expenses are needed to start the business?

Personnel:

Legal/Professional Fees:

Licenses/Permits:

Equipment:

Supplies:

Insurance:

Advertising/Promotions:

Salaries/Wages:

Utilities:

Rental Fees:

Other Expenses:

Total Estimated Start Up Costs:

Business Plan

What is Included

- _____ Cover Sheet
- _____ Executive Summary
- _____ Business Description and Analysis
 - A. Business Type
 - B. Business Philosophy
 - 1. Purpose
 - 2. Social Responsibility
 - C. Product/Service Description
 - D. Self-Analysis
 - 1. Education and training
 - 2. Strengths and Weaknesses
 - E. Trading Area Analysis
 - 1. Geographic, economic and demographic data
 - 2. Competition
 - F. Market Segment Analysis
 - 1. Target market
 - 2. Customer buying behavior
 - G. Analysis of potential location
- _____ Organization and Marketing Plan:
 - A. Proposed Organization
 - 1. Type of ownership
 - 2. Business Establishment steps
 - 3. Personnel Needs
 - B. Proposed Product
 - 1. Manufacturing plans and inventory policies
 - 2. Suppliers
 - C. Proposed Marketing Plan
 - 1. Pricing Policies
 - 2. Promotional activities and examples of documents (business cards, letter head, flyers, outdoor signs, etc.)
- _____ Financial Plan:
 - A. Start Needs
 - B. Start Up Costs Estimates
- _____ Microsoft® PowerPoint® includes a brief description of all of the above steps