

# BUSINESS PLAN

NAME

DATE

BUSINESS NAME:

WHAT DOES THIS NAME SAY ABOUT YOUR BUSINESS? IS IT UNIQUE? MEMORABLE? EASY TO PRONOUNCE?

WHAT PRODUCT OR SERVICE ARE YOU OFFERING?

WHAT MAKES YOUR IDEA DIFFERENT?

HOW WILL YOUR PRODUCT OR SERVICE STAND OUT FROM COMPETITORS?

WHY WILL PEOPLE WANT TO BUY YOUR PRODUCT OR SERVICE?

WHO WILL YOUR CUSTOMERS BE?

---

---

---

WHERE DO THEY LIVE? WHAT IS YOUR TARGET MARKET PASSIONATE ABOUT?

---

---

---

HOW WILL YOU GET THE WORD OUT ABOUT YOUR BUSINESS?

---

---

---

WHERE WILL YOU SELL YOUR PRODUCT OR SERVICE?

---

---

---

HOW MUCH WILL YOU CHARGE FOR YOUR PRODUCT OR SERVICE?

---

---

---

WHAT ARE YOUR COMPETITORS CHARGING?

---

---

---

DO YOU HAVE ANY START UP COSTS?

---

---

---

HOW MUCH WILL YOU MAKE ON EACH SALE AFTER YOU SUBTRACT YOUR EXPENSES? PROFIT=INCOME-EXPENSES

---

SALE PRICE OF ITEM:                      COST OF ITEM:                      PROFIT:

HOW MANY PRODUCTS OR SERVICES DO YOU EXPECT TO SELL IN YOUR FIRST MONTH?

WHAT WILL YOU DO WITH THE MONEY YOU MAKE?

HOW WILL YOU GET THE WORD OUT ABOUT YOUR BUSINESS? WHAT KIND OF MARKETING WILL YOU USE?

WHAT MAKES YOU QUALIFIED TO DO THIS BUSINESS?

ANY OTHER DETAILS YOU WOULD LIKE TO SHARE ABOUT YOUR BUSINESS?

---