

BUSINESS PLAN

FOR

(Business Name)

(Date)

Prepared By:

Business Plan

Name of Business: _____

Product/Service: _____

Description: Example: For Products: Include color, physical description, brand, sizes, your company logo and product supplier
 Example: For Services: What service, when done, by whom, and for whom

Goal: (What do you want to do by running this business?)

Business Structure: _____ Why? _____

Tax ID Number: _____

Market Survey Results: _____

Competitors Survey Results: _____

SETTING PRICES

1. What does the competition charge for a product/service similar to yours?

2. How many units of the product do you expect to make? Or, how many customers will you serve with this service?

3. What will the total cost of materials and supplies (including shipping) be for all the products you plan to sell? Or, what will the total cost of materials and supplies (including shipping) be for the level of services projected in question 2?

4. What other costs will you have?

- Utilities (Telephone, electric, trash, water) _____
- Licenses/Fees _____
- Space Rental _____
- Equipment Rental _____
- Promotion/Advertising _____
- Sales/Receipt Book _____
- Distribution/Travel _____
- Loan Interest _____
- Office Supplies/Checking Account Costs _____
- Sales Tax Collected _____

5. How much profit do you want to make?

- Total for the club _____
- For each member _____

6. What is the cost for each unit of product or service provided?

7. What price will you charge for each unit of product or service provided?

8. If your price is lower than your competitor's price, what can you do to make a profit? If your price is higher than your competitor's price, what can you do to make people buy your product instead of their product?

FUNDING/FINANCIAL CONSIDERATIONS

1. What amount of money will you need to start your business? Will you borrow money for start-up costs?

2. What will be your sources of funding? Have you talked to several lending institutions?

3. Describe how the profits will be distributed or used. For example, will it be by number of items sold? By amount of time worked in the business? Evenly by all group members? By amount of stock held by stockholders?

DISTRIBUTION OF LABOR

1. What jobs are there in this business? List the position, responsibilities, and personal qualifications

Position	Responsibilities	Personal Qualifications
<i>Example: General Manager</i>	<i>Organize production manager sales manager, treasurer and distribution manager</i>	<i>Leroy is club president and supervises employees at home</i>
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2. How will these jobs or tasks get done?

3. How will people in your company receive job duties?

OPERATIONAL PLANNING

1. How will the product (s) be produced or purchased? Did you get prices from several suppliers? What is the lead-time between product order and delivery?

2. What work and storage space will be required to make the product or do the service?

3. What are the production deadlines? Do you have a minimum order amount from your supplier?

4. Can these deadlines be met? How will these deadlines be met?

SALES

1. How and where will you sell your product or service? Who do you expect to buy your product? Can the product or service be sold to fill a need around a major holiday?

2. What equipment or supplies are needed by the salespeople? For example, they may need clip boards, note pads, sales pads, product samples, order sheets, receipt books and/or postage.

DISTRIBUTION/MARKETING

1. How will products be distributed? How will services be provided? Will the salespeople have order sheets or receipt books? When is the deadline for orders?

2. How will our company verify this process? If you are selling products made by another company, how will that company verify the orders and distribution?
