

(Cover Page)

Business Name

Date

(Contact information of the entrepreneur who prepared the plan)

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

MANAGEMENT AND ORGANIZATION

1. Describe the management of your business: (*Lesson 6*)

Position #1: _____

Responsibilities: _____

Person who fills the position: _____

This person's experience: _____

Position #2: _____

Responsibilities: _____

Person who fills the position: _____

This person's experience: _____

(Describe additional management and/or personnel positions on a separate sheet of paper.)

4. What is the legal structure of your organization? Describe the process you followed to register your business as a legal business. (*Lesson 6*)

DESCRIPTION OF PRODUCT / SERVICE

1. Describe your product or service in as much detail as you can.

2. How did you get the idea for this product or service? Why are you pursuing this idea as a business venture?

3. What is your unique selling advantage? (*Lesson 4*)

4. Describe current industry trends or events and developments in your community that will impact the success of your business.

MARKETING PLAN

Market Analysis

1. Who is your target market? Describe your customers' characteristics in detail.
(Lesson 3)

2. Describe your competition in detail. *(Lesson 3)*

OPERATIONS PLAN

Answer all questions that are applicable to your business.

1. How do you make agreements with your customers? (*Lesson 7*)

2. How do you receive and process orders?

3. How do you collect money from your customers?

4. How do you pay your vendors?

5. How do you pay your employees and yourself?

6. How do you train your employees?

7. How do you protect your business from lawsuits?

8. How do you manage and keep track of inventory?

FINANCIAL PLAN

1. Explain your start-up costs, what they are and how much they are. (*Lesson 6*)

2. Explain your operating costs, what they are and how much they are. (*Lesson 6*)

3. What is your gross profit per unit sold? (*Lesson 6*)

4. What is your break-even point? Calculate the break-even point by dividing your operating costs by your gross profit per unit sold. The quotient is the number of units you must sell to cover your operating costs. Will you sell this number of units?
