**Name: \_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_ Due Date: May 19, 2017**

**BUSINESS PLAN**

**I. EXECUTIVE SUMMARY**

**A. Mission Statement**

**B. Description of the project (proposed operation)**

**II. INTRODUCTION**

**Type of business proposed, a brief description of the major product/service involved, sources of information (inter-views and research sources), a brief description of advisors and their involvement.**

**III. ANALYSIS OF THE BUSINESS SITUATION**

**A. Self-analysis**

**Personal business experience and training/education in the proposed field, personal business strengths and weaknesses, demonstrated willingness to take risks, a brief plan for personal development in the proposed field**

***(SWOT Analysis: Strengths, Weaknesses, Opportunities, & Threats)***

**B. Trading area analysis:**

**1. General data: geographic, demographic, economic**

**2. Competitive data: present competitors (listed and briefly**

**described), competitive advantages and disadvantages of the proposed business**

**C. Market segment analysis:**

**Target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to proposed business *(Market Segmentation: Demographics, Psychographics, Geographics, & Product Benefits)*.**

**D. Analysis of potential location(s)**

**Availability, cost (rent or buy), traffic patterns, proximity to competition, etc**

**IV. PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE**

**A. Proposed organization**

**Type of ownership and rationale; start-up steps to form the business; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, legal, production (if applicable) functions;**

**proposed organization chart, brief job descriptions, if necessary**

**B. Proposed product/service**

**Details of product(s)/service(s) to be offered; include potential suppliers, manufacturing plans, inventory policies, if applicable. If the business is a service business, appropriate information about plans to provide the**

**service, including necessary supplies, etc. *(Channel Management: Manufacturer, Wholesaler, Distributor, Broker, Internet, Retailer, Consumer)***

**C. Proposed marketing strategies**

**Proposed pricing policy; costs, markups, markdowns, relation to competition, etc.; proposed promotional program; personal promotional activities; non-personal promotional activities; media availability, costs, one-year promotional plan outline *(Product Mix: Product, Place, Price, & Promotion)*.**

**V. PLANNED FINANCING**

**A. Projected income and expenses**

**(The following are recommended items to be included. You may select the appropriate items for your business.)**

**1. Projected income statements by month for the first year’s operation (sales, expenses, profit/loss)**

**2. Projected cash flow for the first year**

**3. Projected cash flow by month for the first year’s operation**

**4. Projected balance sheet, end of first year**

**5. Projected three-year plan**

**6. A brief narrative description of the planned growth of the proposed business, including financial resources and needs**

**B. Proposed plan to meet capital needs**

**(The following items are recommended for inclusion. You may select the appropriate items for your business.)**

**1. Personal and internal sources**

**2. Earnings, short-term and long-term borrowing, long-term equity**

**3. External sources**

**4. Short-term and long-term borrowing, long-term equity (if applicable)**

**5. Repayment plans**

**6. Plan to repay borrowed funds or provide return on investment to equity funds**

**VI. CONCLUSION**

**Specific request for financing, summary of key points supporting the financial request**

**VII. BIBLIOGRAPHY**

**VIII. APPENDIX**

**An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important**

**enough to include in the body; these might include sample questionnaires used, letters sent and received, general**

**background data, minutes of meetings, etc.**