

Business Plan Workbook

Develop Your Business Plan Format

you

INTRODUCTION

Describe your business idea, and business goal(s). What is your idea, why would it make for a successful business, who else is doing it, why it is so unique, how would you do it, what do you have the property and have will you gauge your guesses.
need to make it happen, and how will you gauge your success.
What type of industry are you: e.g. agriculture, retail, service, etc.
What type of industry are you. e.g. agriculture, fetalit, between, etc.
Describe the location or proposed location of your business, and why it's suited for your business:
business.
Describe your leading advantage: (best quality of workmanship, lower price)

this area of business.		E-HAMMA BOOK BANK BANK BANK BANK BANK BANK BANK BAN	
	Martiness constraint of the Co		
	COMPLIAN	NCE	
Include what type of tax for	ns you need to complete ar	comply with permits and regard how are you going to get surance you would need and	everythin
PERMITS			
TAXES			
LIABILITY			
	Part of the second seco		

PRODUCTS & SERVICES

Explain in detail your main products (Italian Dishes, Catering Service and Bar)

Product or Service #1
Product or Service #2
Product or Service #3
Product or Service #4
(Remember, the lender has no idea of what your service or product is all about. The more
information you provide, the least chance for misunderstanding and for poor rating of your
idea.)
What makes your product unique or special?

COMPETITION

DIRECT COMPETITORS – LIST ALL	Your Business (How are you going to
(Good things about their services or	improve the product or service)
products)	
Name:	
Address:	
Years in Service:	
Name:	
Address:	
Years in Service:	
Name:	
Address:	
Years in Service:	
INDIRECT COMPETITORS	Your Business (How are you going to
(SUBSTITUTES FOR YOUR	improve the product or service)
PRODUCTS)	
Name:	
Address:	
Name:	
Address:	
Name:	
Address:	
COMPETITI	IVE ADVANTAGE
	Mayor Control of the

MARKET PROFILE

Describe in detail the market/demand for your products or service(s) (size of market, etc.):
Describe the type of person that would buy your product or use your service (age, gender, income level, family status, career, leisure activities, education, etc.):
What attracts this person to your product or service, in general:
How will you market your product or service to prospective customers, specifically:
Where are you going to market your products or services (e.g., Town, County, Region, State/Nation-wide)

\$105.00

PRICING STRATEGY & SALES POTENTIAL

Explain how you are going to price your products (LIST YOUR COST, TIME INVOLVED, OVERHEAD AND EXPLANATION OF HOW PRICING MEASURES AGAINST COMPETITION.

g. Sewing Machine		\$105.00	
Sales Potential Chart MONDAY	How Many	\$\$\$\$\$\$	
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
TOTAL WEEK POTENTIAL FOR REVENUE			

Marketing Strategy Pro-forma

Our Market Position		

Our Targeted Market & Strategies

Product or	Customers To Be Targeted	Strategy
Service		
		,

MARKETING IDEAS

Idea	Tools to be developed	Budget

^{*}PRINT A MAP AND CIRCLE THE AREA
* INCLUDE A COPY OF YOUR FLIER OR BROCHURE IN THIS SECTION

MANAGEMENT

	W THE BUSINESS WILL OPERATE, WHO WILL DO THE BILLING
TYPING, WHO WILI	L DO THE TAXES, ETC.
Who is part of your bu	
Banker	Name and phone number
Business Counselor	
Accountant	
Insurance Agent	
Attorney	
SCORE counselor	
Trade Association	
L.	
	vith you in your business?
Name	Tasks to be performed

OWNER'S PROFILE

Explain how your past working experience would benefit your new business. For example, schoolteacher gains a lot of experience planning the lessons. This helps a person be more strategic in their business.
Explain how your education would help the new business:
Explain how your personality would help the new business:

INCLUDE YOUR RESUME AT THE END OF THIS SECTION

FINANCIAL PROJECTIONS

List the monthly expenses of your business:

	JAN	FEB	MAR
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			

	APR	MAY	JUN
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			

	JUL	AUG	SEP
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			
	-		

	OCT	NOV	DEC
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary		·	
Marketing			
Transportation			
Rent			
Other:			

MAXIMUM SALES POTENTIAL

Average client spend	ls	
Demographics show	potential for	clients per day
clients per	day purchasing	_at a price of
Open day	ys a week	
If service business, _	hours of billable	time @=
	Total Sales Potential	1
	Peak Months	:
	Medium Months	3
	Low Months	5
	Medium Low	7
	Medium high	

OUTLINE YOUR MAXIMUM SALES POTENTIAL PER MONTH

JAN	
FEB	
MAR	
APR	
MAY	
JUN	
JUL	
AUG	
SEP	
OCT	
NOV	
DEC	

Draw the Cycle of your business (i.e. peak season, slow periods):

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

List your current resources available to the business and estimate a sale value of those items. (e.g. desk...\$45 typewriter....\$25)

ITEM	VALUE	

List the items you need to purchase to start the business. Include equipment, permits, materials, etc.

ITEM	ESTIMATED COST

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name of individual

D/B/A CASH FLOW ANALYSIS FOR 1st TWELVE MONTHS

YEAR

***************************************		IEAN			
MONTHS	-				
Starting Balance					
Cash					
Loans					
Sales					
Total Cash In					
Expenses					
Cost of Goods Sold					
Loan Expense					
Utilities					
Rent Expense					
Auto. Expense					
Advertising					
Promotion					
Selling Expense					
Distribution					
Other					
Other					
Other					
and the second s					
Total Cash In					
Total Cash Out					
Cash Flow					
**NOTH. Coch Floris booms Otouting Could Dalans	ner Starting Coch Dolon	 1			

^{**}NOTE: Cash Flow becomes Starting Cash Balance of next month.

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name of individual

D/B/A___

CASH FLOW ANALYSIS FOR 1st TWELVE MONTHS

YEAR

				W. 77 .				
MONTHS					 			
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Starting Balance								
Cash								
Loans								
Sales								
Total Cash In								
Expenses								
Cost of Goods Sold								
Loan Expense								
Utilities								
Rent Expense								
Auto. Expense								
Advertising								
Promotion								
Selling Expense	n a a a a a a a a a a a a a a a a a a a							
Distribution								
Other								
Other								
Other								
and the desired of the second								
Total Cash In								
Total Cash Out					The state of the s			
Cash Flow								
**NOTE. Cosh Elon hoodway Otowing Cost Dalan	Ocamor Otouting	11, Delene	- C 25 2 2 2 2 2 2 2	17				

^{**}NOTE: Cash Flow becomes Starting Cash Balance of next month.

Please complete a Balance Sheet for your business as of this moment, include those assets now available to your business and those commitments for liabilities.

BALANCE SHEET FORM

ASSETS:	LIABILITIES:
Current Assets:	Current Liabilities:
Cash-on-hand	Accounts Payable
Accounts receivable	Credit Card Debt
Merchandise Inventory	Installment Loans (i.e. auto)
Supplies	Other
Total Current Assets	Total Current Liabilities
Fixtures & Capital Imp. Building/Land	Notes Payable to Others Bank Mortgages
Fixtures & Capital Imp.	Notes Payable to Others
Equipment	Line of Credit
Automobiles	Other
Other	Other
Total Fixed Assets	Total Long-Term Liabilities
	TOTAL LIABILITIES