

Business Plan Workbook

Develop Your Business Plan Format

Who will own and/or manage the business and what special skills or experience do they have in this area of business.

COMPLIANCE

List those things you need to do to make sure that you comply with permits and regulations. Include what type of tax forms you need to complete and how are you going to get everything in order for your new business. Talk about the kind of insurance you would need and why.

PERMITS
TAXES
LIABILITY

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 (Good things about their services or products)	Your Business (How are you going to improve the product or service)
Name:	
Address:	
Years in Service:	
Name:	
Address:	
Years in Service:	
Name:	
Address:	
Years in Service:	

INDIRECT COMPETITORS (SUBSTITUTES FOR YOUR PRODUCTS)	Your Business (How are you going to improve the product or service)
Name:	
Address:	
Name:	
Address:	
Name:	
Address:	

COMPETITIVE ADVANTAGE

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)

PRICING STRATEGY & SALES POTENTIAL

COMPANY NAME

About Our Organization

Long Term Goal:

Short Term Goal:

Our Market Position

Our Targeted Market & Strategies

Product or Service	Customers To Be Targeted	Strategy

MANAGEMENT

Explain in Detail HOW THE BUSINESS WILL OPERATE, WHO WILL DO THE BILLING, TYPING, WHO WILL DO THE TAXES, ETC.

Who is part of your business team?

Name and phone number

Banker	
Business Counselor	
Accountant	
Insurance Agent	
Attorney	
SCORE counselor	
Trade Association	

Who will be working with 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, a 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 spends _____

Demographics show potential for _____ clients per day

_____ clients per day purchasing _____ at a price of _____

Open _____ days a week

If service business, _____ hours of billable time @ _____ = _____

Total Sales Potential	
Peak Months	
Medium Months	
Low Months	
Medium Low	
Medium high	

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 receivable	
Merchandise	
Inventory	
Supplies	
Total Current Assets	

Accounts Payable	
Credit Card Debt	
Installment Loans (i.e. auto)	
Other _____	
Total Current Liabilities	

Fixed Assets:

Fixtures & Capital Imp.	
Building/Land	
Equipment	
Automobiles	
Other _____	
Total Fixed Assets	
TOTAL ASSETS	

Notes Payable to Others	
Bank Mortgages	
Line of Credit	
Other _____	
Other _____	
Total Long-Term Liabilities	
TOTAL LIABILITIES	

NET WORTH (TOTAL ASSETS MINUS TOTAL LIABILITIES) \$ _____