

My "One Page" Business Plan

My Name _____

School _____ Class _____ Teacher _____

Describe YOUR Business _____

What is unique about YOUR product or service? _____

Who are YOUR Customers likely to be? _____

What Business name have you chosen? _____

Ownership structure? Sole owner [] Partnership [] Corporation or LLC [] Non-Profit? []

Production Plan (how/where will the product be made?) _____

In U.S.A [] or in another country? [] Which? _____

Marketing Plan (How will I let prospective buyers know about my product or service?)

Sales slogan? _____

Advertising plan? _____

Internet plan? _____

Radio/TV Advertising plan? _____

Grand Opening Plan? _____

Staffing Requirement (Can you and a partner do it yourselves? Yes ___ No ___)

Number required for start-up? _____ Skills? _____

Education requirement High School [] Community College [] 4 Year College Grad.? []

Sales channel plan

How will I deliver the goods or services to my Customers?

Retail Store [] UPS/Mail [] Distributor [] Internet [] Personal Service []

FINANCIALS:

Daily Sales Volume Estimates

My business plan is based on _____ Clients/Customers each day for starting 6 months

Daily Sales expectation _____ Units: per Month _____ Units

Average \$ Sales value for each Customer? _____

Monthly Sales Volume Estimates

Number of Customers ___ per day X Avg sale per Customer ___ = \$ ___ per day sales volume

Daily sales volume ___ X 22 days per month = **Monthly** sales volume A \$ _____

Expense Estimates (Monthly)

Advertising/Marketing expense (5% is Avg. x A) part of monthly expenses \$ _____

Monthly office/store rent (if required) Cost per sq.ft. \$2 x _____ sq.ft) \$ _____

Monthly Payroll (# of employees ___ x \$ 2,000 per month) \$ _____

Material/Supplies (\$ ___ per unit x ___ units sold per month) \$ _____

Monthly Insurance cost (assume 5% of sales A _____) \$ _____

Miscellaneous/unplanned expenses (assume 15% of sales A _____) + \$ _____

Total **Monthly** Expense estimate B \$ _____

Gross/Net profit Estimate (Monthly)

Monthly sales A _____ minus Monthly Expenses B _____ = \$ _____

Minus cost of money borrowed to start business (E) \$ (_____)

Minus income Taxes (assume 10% of gross profit C _____) \$ (_____)

Net **Monthly** Profit/(Loss) estimate C \$ _____

Capital (Money) Needed to Start-up Business

Equipment/Office/Computer (first 6 months) \$ _____

Expense expectation for 6 months (indirect costs = B approx. x 6) \$ _____

Other/non-specific expenses (estimate) \$ _____

Total Capital **Money** Required to start MY Business D \$ _____

Capital Sources

Personal savings \$ _____ Family/Friends \$ _____ Loan \$ _____

Share of my Business to investor % _____ Value \$ _____

Monthly Cost/Interest of capital (money) \$ _____ x 5% + E \$ _____

My share of monthly income from My Business, after loan payments

\$ _____