

My Business Plan



1

BUSINESS IDEA:

What is your big idea?

Is it a product or a service?

What makes your idea different?

How will your products/services stand out from the competition?

Why will people want to buy?

2

BUSINESS NAME:

What does this name say about your business? Is it unique? Memorable? Easy to pronounce?

3

TARGET MARKET & DEMOGRAPHICS:

Who will your customers be?

..... Kids? Teenagers? Men? Women?

Where do they live? What is your target market passionate about?

4

MARKETING:

How will you get the word out about your business?

Online? Posters? Through the Newspaper? By Email?

Where will you sell your products or services?

5

PRICING:

How much will you charge?

What are your competitors charging?

6

PROFIT:

How much will you make on each sale after you subtract your expenses? Profit = Income - Expenses

Sale price of item:

Cost of item:

Profit:

What will you do with the money you make? Reinvest in the business? Save for college? Donate?

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