

My business plan

BUSINESS IDEA

What is your big idea?

Is it a product or a service?

What makes your idea different?

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

Why will people want to buy?

BUSINESS NAME

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

TARGET MARKET AND DEMOGRAPHICS

Who will your customers be?

Other kids? Teenagers? Men? Women?

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

MARKETING

How will you get the word out about your business?

Online? Posters? Through the Newsletter? By email?

Where will you sell your services?

PRICING

How much will you charge?

What are your competitors charging?

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? Donate?