

Create Your Business Plan

You are to create a business plan for a business you would like to start. This business plan must be a professional looking document that includes a cover page and the seven (7) sections listed below.

- **Cover Page** **10 points**
 - Name of your business
 - Your name
 - Class name and period
 - Graphic

- 1. Executive Summary** **20 points**

Include basic important facts that will convince the reader to look at the remainder of the business plan. Your description should include:

 - Purpose of the business (or business idea)
 - Products and services
 - Ownership structure
 - Management philosophy of running a small business
 - Strengths and weaknesses
 - Long- and short-term goals
 - Location
 - Size of business
 - Hours

- 2. Competition** **20 points**
 - Local, industry, and national trends might affect your business
 - Condition of the economy
 - Strengths and weaknesses of competitors

- 3. Customer Analysis** **20 points**
 - Description of customers
 - Location, number, and resources of customers
 - Sales forecasts

- 4. Operations Plan** **20 points**
 - Who will run the daily operations of your business?
 - What skills does each individual bring to the business?
 - What experience does each person have related to this venture?
 - How will the working hours be split up?

- 5. Financial Plan** **20 points**
 - How much do you plan to invest in the business?
 - Where will your start-up capital come from?

- What are your short- and long-term financial needs?
- What income do you predict from your operations for the first year? Second year? First five years?
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6. Marketing Plan

20 points

- What type of advertising do you plan to use?
- What media will be the best for your business?
- Have you chosen a location?
- What are the advantages and disadvantages of your location? What day-to-day promotions do you plan to use to market your business?

7. Conclusion

20 points

- What assumptions have you made about this business? Which ones may not turn out exactly right?
- What risks are involved in this business?

Your plan must look professional. Use a 14 point **bold** heading at the beginning of each section of your business plan. Take care to proofread carefully and use the spelling and grammar checker.

Grading Criteria	
Cover	10 points
7 Sections	140 points
Appearance	30 points
Spelling, grammar, etc.	20 points
Total	200 points

Project Submission

At the end of this project your business plan will be submitted to me in PDF format electronically. I will help you with this process as we get closer to the project's submission date.