

Name _____ Period _____ Teacher _____

My Business Plan

Directions: Please complete each section of the business plan, answering with as much detail as possible.

1. Business Name

Create a name that is original and creative.

2. What does your company do?

In complete sentences, describe what your company does and/or sells. Why is there a need for your company?

3. Contact Information

| | |
|--|--|
| Street Address | Make it up |
| City, State, Zip | Choose the city and state where you would like your business |
| Phone Number (with area code) | () - Make it up |
| Fax Number (with area code) | () - Make it up |
| Web Address (www.godaddy.com) | Make it up (remember to keep it short) |
| Email Address | Make it up (yourname@yourcompany.com) |

4. Operating Hours (Choose the hours your company is open each day)

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--------|---------|-----------|----------|--------|----------|
| | | | | | | |
| Open Holidays? If yes, list which holidays and times. | | | | | | |

5. Mission Statement (2-4 sentences that explain what the goal and purpose of your company is. It needs to be grammatically correct and sound professional.)

Describe the purpose of your company. What do you want to accomplish? What do you stand for? What makes your company awesome?

6. Core Values (List 3 things your company believes in)

1. Example: Provide outstanding customer service

2.

3.

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7. Slogan (write something creative that people can remember about your company. Ex: "There's an app for that.")
A slogan is clever phrase that people remember.

8. Products or Services Your Company Sells

| Item | Price Range |
|---------------------------|------------------------|
| Describe an item you sell | How much does it cost? |
| Describe an item you sell | How much does it cost? |
| Describe an item you sell | How much does it cost? |
| Describe an item you sell | How much does it cost? |

9. Customer Demographics

| | |
|-----------------------|--|
| Gender | Is this product for boys or girls, or both genders? |
| Age | What age group is this product for? |
| Socio-economic status | What income level is this for? (rich, middle class, poor, everyone, etc) |
| Interests | How would you describe the type of people who would use your business? |

10. List 3 local competitors for your business.

1. **Write the name of 3 companies in Texas that are similar to yours.**
- 2.
- 3.

11. How many employees will be in your business?

Come up with a number of employees for your business. Remember, if your business doesn't sell a lot, you probably can't afford many employees. They get expensive fast. When figuring this number out, think about all the different types of jobs you might need and make an estimate. There's no real right or wrong answer.

12. My business stands out above my competitors because:

Why is your business better than all the other businesses like yours? Be descriptive and specific.

13. What do you expect your Net Profit to be each year (give your best guess)?

How much money do you expect to make in one year? Make your best estimate. There's no real right or wrong answer.