**My Business Plan**

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

1. Business Name

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| --- |
|  |

2. What does your company do?

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| --- |
|  |

3. Contact Information

|  |  |
| --- | --- |
| **Street Address** |  |
| **City, State, Zip** |  |
| **Phone Number (with area code)** | ( ) - |
| **Fax Number (with area code)** | ( ) - |
| **Web Address (**[**www.godaddy.com**](http://www.godaddy.com)**)** |  |
| **Email Address** |  |

4. Operating Hours

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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.)

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

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| --- | --- |
| 1. |  |
| 2. |  |
| 3. |  |

7. Slogan (write something creative that people can remember about your company. Ex: “There’s an app for that.”)

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|  |

8. Products or Services Your Company Sells

|  |  |
| --- | --- |
| **Item** | **Price Range** |
|  |  |
|  |  |
|  |  |
|  |  |

9. Customer Demographics

|  |  |
| --- | --- |
| **Gender** |  |
| **Age** |  |
| **Socio-economic status** |  |
| **Interests** |  |

10. List 3 local competitors for your business.

|  |  |
| --- | --- |
| 1. |  |
| 2. |  |
| 3. |  |

11. How many employees will be in your business?

|  |
| --- |
|  |

12. My business stands out above my competitors because:

|  |
| --- |
|  |

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

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|  |