



[Business Plan Worksheets]

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[Month, Year]



[Enter Your Organization Name Here]

Business Plan

[Enter Year Here]

General Contact Information

Name:

Address:

Phone:

Email:

Website:

Insert Organization Logo Here



Executive Summary

Description and Overview

- 1.1 Description of the Business Opportunity
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-
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Appendices/Glossary



Instructions: The questions in each section will help you as you plan to build your business into a successful business. The questions in italics will help you with the text of your actual business planning document.

The Executive Summary will be written after all of the other sections are complete. It is a brief summary of the overall goals of your business and how you intend to accomplish your goals. It answers the questions:

What is the business opportunity? How does this business satisfy that opportunity, that customer need? *What are key features of your product or service and your business plan?* What is your sales revenue forecast and key financial projections? Briefly, what are the relevant future trends and your business risks? *Why you are uniquely likely to succeed?*



1.1 Description of Business Opportunity

*Who is the customer and what product or service are they buying?
How do they use the product or service/Why do they purchase it?
What do customers need that is currently not available?
Is the need in the market growing?
What changes are occurring that effect purchasing choices?
How did you get the idea?
Why are you especially likely to succeed?*

1.2 Business Description

*What is your product or service?
Why is it unique?
Who is the customer?
Where will you sell your product or service?
Why will customers purchase it?
When will you be ready to sell it?
Do you think you have done your planning adequately? What do you need to investigate further?*

1.3 Mission Statement

*What is the overall purpose of the business?
It does what, for whom?
Why is that valuable or significant?
In what way is business superior to other existing or future businesses?*

1.4 Long - Term Goals

What is the long-term contribution of this business to the owner, customer, community or investor? Consider profits, product innovation, social welfare. These goals do not have to be measurable.



1.5 Business Objectives

What measurable, objective accomplishments are expected each year in the first year? First five years?

What do you want to do? By when?

1.6 Business Risks

What are the possible risks in this business?

What future trends could affect the market for your product or service?

How do you expect to minimize their impact on your business?



2.1 Competition

What major companies offer products or services similar to yours?

For each:

What do customers like about their product? Dislike?

Who are their customers?

What is their price?

What is their reason for success?

What is their potential weakness?

How will you be different and better?

2.2 SWOT

Think about the business you plan to start.

What are its greatest strengths?

What are the biggest challenges?

Think about the market and the area.

What are the external influences on your business?

Which are opportunities?

Which are threats?

2.3 Customer

Who is your customer?

What do they need, which is not currently available to them?

Where will they buy your product or service?

Do they have the money to buy it?

How many customers are there in your business area?

How often will they buy your product or service?

2.4 Product or Service

What products and/or services will you provide?

What is your experience/expertise in producing the product or providing the service?



*What is your capacity to manufacture or provide the product?
Do you need to source any materials? Do you have access to all inputs needed?
How will you maintain the quality of your product and supplies?
How might the product or service develop in the future?*

2.5 Pricing

Do you want to attract customers? What price do you think you would set to do that?
*How much will it cost to make and deliver the product to your customer?
What is the range of prices currently paid by customers for the same or similar products or services?
Is your product or service new and more valuable than those currently available in the market? Can it sell for a higher price because of that?
What is the value of the product or service to the customer?
What is the price you will charge for your product or service? Why?
What service and/or product improvements would increase the value?*

2.6 Location or Distribution

*Where will you sell your product or service?
Is the location convenient for customers?
Do you need to transport your product? If so, how?*

2.7 Promotion

*What do you want to say about your product?
Who do you want to know about your product?
Where will your customer see your message?
How much will it cost to deliver the message?*



2.8 Market Strategy

Define succinctly how you wish your business to be seen by target customers.
What message communicates the uniqueness of your product or service?
What image differentiates your business from the competitors?

*Who is your target customer and how will your business satisfy their needs?
What are the key images and messages you want the community to have of your business and your unique product or service?*

2.9 Sales Forecast

Describe all the people who might be interesting in your product or service.
Within the total, is there a group most likely to purchase?
How many people in that group can your business reach?
How many competitive choices are available for this group?
Use the Sales Forecasting Tracking Tool.

Insert Sales Forecasting Tracking Tool.

How many customers is your business likely to have each month in the first year?

What is their buying pattern? Will they buy once? Will they make repeat purchases? How many items will they purchase in each transaction?

What is the sales quantity that the business anticipates from each customer each month?

What is price charged to the customer for each product or the service?

What is the sales revenue anticipated for the first year?

Are sales likely to be comparable or higher in future years?

If there is more than one customer type or more than one product or service, prepare the forecast for each group individual. Repeat for the others and then sum the forecasts to estimate the total business revenue.

Examine the forecast. Does it seem realistic and achievable? Is the forecast too optimistic? Does the sales revenue warrant the effort it will require?



3.1 Production Costs

*What materials do you need for each product or service you plan to sell?
Are there other costs directly related to production, such as transportation?*

3.2 Facility & Maintenance

*What are the recurring costs, such as rent, utilities, telephone, internet, insurance, postage, banking expenses, marketing expenses?
If you are buying property, it is a one-time expense and should not be included as an operating expense.*

3.3 Equipment & Hardware

*Do you need any equipment for production, or transportation?
Do you need office equipment or computers?
If you buy the equipment, it is a one-time expense and should not be included as an operating expense.
If you rent equipment, what is the cost?
What are the maintenance costs?*

3.4 Furniture & Fixtures

Do you need furniture or fixtures (lights, for example) to work or serve your clients?

3.5 Labor & Salary Requirements

*Will you have any employees?
What will be the costs for their salaries and benefits?*



3.6 Taxes: Payroll, Other

What taxes must you pay? Payroll? Sales or VAT? License Fees?

3.7 Expenses & Capital Requirements

Identify property, buildings, furniture and fixtures, equipment, etc. needed for your business.

What is the minimum you need to start?

What can be added as your business grows?

Do you plan to purchase this or rent it? Explain your decision?

How much will you spend to acquire these items?



4.1 Operating Budget

Record and total the operating expenses needed to make your product or provide your service.

(Include all materials, labor, and recurring costs from Sections 3.1 to 3.6. Do not include one time equipment purchases)

Use the Cash Flow Tracking Tool to record operating expenses

Insert Cash Flow Tracking Tool

Summarize the detail on the Cash Flow Summary

Insert Cash Flow Summary

Will your sales cover your expenses and leave a positive cash balance?

If they are positive, how will you use this surplus?

This may not happen at the start of the business operation.

If starting cash expenses are greater than sales, do you need cash to cover starting expenses? How much?

When will your business have a positive cash balance?

Will you be able to maintain a positive cash balance from that time forward?

4.2 Profit and Loss

What sales do you expect in the first month? The first year?

What will you spend in the first month? The first year?

Is this business profitable?

Show your most likely estimates for the first year on the P&L Tracking Tool

Insert P&L Tracking Tool

Can you improve the profitability?

4.3 Capital Expenses

What equipment do you need to start your business?

How much does each item cost?

Can you begin with a simpler operation?



4.4 Pricing Strategies

What is the value of the product or service to the customer?

What do competitive products cost the customer?

What is the cost of the materials and labor to manufacture your product or provide your service?

What price will you charge at the start of your business? Why have you chosen that price? Is it acceptable to customers? Does it cover costs of production and contribute to your profit?



5.1 Start-Up Financing

What do you need to start this business, for initial capital investment and operating cash flow?

What sources are available to you? Report personal savings and family loans that you can commit to the business?



Appendices/Glossary

Include CV's or descriptions of your experience in business and education
Define in the glossary any specific or unique terms related to your business.



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