

# MY BUSINESS PLAN

Name: \_\_\_\_\_ Date: \_\_\_\_\_.

## **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? Is it unique? Memorable? Easy to pronounce?

## **TARGET MARKET & DEMOGRAPHICS:**

Who will your customers be?

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? Newspaper? Email?

Where will you sell your products or 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? Donate?