

# Business Plan

**Purpose:** Brainstorm and write about your ideas for your own small business; show how your small business meets a customer need.

**Draft due:** Submit your draft to the dropbox by \_\_\_\_\_

**Peer Response due:** Bring 2 printed drafts/draft on laptop/tablet on \_\_\_\_\_

**Assignment due:** Submit your assignment to the correct dropbox by \_\_\_\_\_

**Point value:** 50. -10 points if no/unsatisfactory revision workshop.

**Length:** Final draft 450-500 words, not including cover page & references.

**Format:** .doc or .docx (Microsoft Word)

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## Assignment goals

- Plan, write, research, and revise a plan for a small business that you will create documents for this semester
- Use outside research and social media to support arguments for how your small business idea meets market needs and fits into your community
- Write with specific details to create a rigorous, persuasive case
- Practice drafting a professional document in brainstorming, researching, and writing stages
- Organize your ideas using sentence and paragraph structure, document design, and a formal tone in your writing.

## Assignment Overview

For this assignment, you will begin to think, research, and write about for starting your own business that you'll create documents for in class this semester. Consider your own interests, needs that you've observed in your community, small businesses that you enjoy, weaknesses you've observed in other business's products or services, etc. At this point, you may want to share your ideas with friends, family, or others who can give you feedback and suggestions. Feel free to contact me via email or during office hours or visit the Writing Center if you're stuck or if you'd like to preview ideas.

## Writing your Business Plan - Use the Business Plan Template

For your business plan, write 450-500 words. Single space this document, with 1 line of white space between paragraphs and no indent. Use headings. Include a cover page with your name, the date, and the business title. Use at least 5 sources to support your main points and cite them consistently in a citation style of your choice (APA, MLA, Chicago, etc.).

Feel free to use these questions as a starting point, just be sure to thoroughly address each issue:

- What will your small business do? What service or product are you selling?
- Where will your small business be located? Online?

- What demographic(s) will you target to sell your product or service? Who is likely to need or want your product/services? What details can you support your audience analysis with?
- How will you distinguish your business from those already on the market? What makes your service or product special?

### **Tips**

- Include paraphrases, quotations, or parenthetical references to sources to support your arguments and persuade your readers when necessary.
- Use visual elements strategically; use fonts, headings, design elements, and images creatively to catch your audience's interest and create a professional impression.
- Although you may look at examples online to get ideas, make sure your proposal is your own idea and in your own words. Copying three or more consecutive words of a source without citation is considered plagiarism.

### **Examples and Resources**

- <https://www.thebalance.com/business-plan-outline-2947032>
- <https://www.thebalance.com/business-plan-executive-summary-example-2948007>
- <https://www.thebalance.com/how-to-write-the-products-or-services-section-2951563>

### **Evaluation**

I will use the following criteria to evaluate and provide feedback for your plan:

#### **Content**

- Does the document contain the required components listed in the assignment sheet?
- Does the writer successfully use the business communication strategies from the readings?
- Does the writer successfully use the form and content of the proposal to persuade their audience to invest in their business?
- Does the writer use at least five consistently formatted sources to support their argument and persuade their audience?

#### **Organization**

- Do the ideas and sections in the proposal flow well?
- Are the main messages of the proposal clear from the beginning and consistent throughout?

#### **Design**

- Is there a consistent visual design (fonts, colors, layout, etc.) throughout the proposal?

#### **Professional language**

- Do all materials in the portfolio follow the conventions of standard business English (spelling, punctuation, grammar, etc.)?