

[Business Title]

Business Plan

[Your name]

[Date]

[Use fonts, pictures, etc. to make this page visually appealing]

[This format adapted from <https://www.youtube.com/watch?v=OP5oVmHrfcg> and
<https://www.youtube.com/watch?v=ZQEosiQJJWA>]

[Customize the headings on the next page to be specific to your goals and plans]

Company Purpose

[1 sentence—what’s your tagline/mission statement]

Define the Problem

[Explain the problem/gap/niche that your small business fills]

Your Solution and Why It’s Different

[How does your business solve the problem that you defined earlier? What makes you and your business different than your competition? Use concrete, achievable goals. “Good customer service” isn’t a solid goal. A free consulting session with every item you sell is concrete and achievable. You’ll use these skills when writing your resume and cover letter in the next assignment!]

Why Now?

[How did you come up with your business idea? What recent trends have made this idea a good fit for your current market and demographic? What talents or skills do you have that this business will use?]

Who Is Your Target Customer?

[Describe your customer’s personality type, age, income level, city/state, etc. Be as specific as possible: women 18-49, Men 60-80]

How Big Is the Market?

[How large is your demographic? Are you targeting a specific geographic area? How many of your target customers can you reach?]

Compare Yourself to the Competition

[How is your product or service different from your competitors? What makes you stand out?]

How Will You Market Your Business?

[Will you advertise with online ads? Through a weekly Instagram post? Will you buy 30 second radio ads? Start to think ahead—you’ll use this during our advertising assignment.]

Final Thoughts

[What other thoughts do you have about your business model? Did the above questions miss anything? Fill in other information you have here. Do you have anything that you’d like me to know?]

References

[You can pick a reference style (MLA, APA, Chicago, etc.) but use it consistently]