Simple Business Plan

Before launching a business, entrepreneurs write up a detailed plan for their operation. The following questions can prompt students’ thinking as they build their business blueprint. They can use a written business plan to demonstrate their capacity to carry out a project when requesting funds for start-up loans. Select and adapt these questions to fit your unique project and students’ developmental levels.

1. Business Name
   • What is the name of your business?

2. Executive Summary (1/2 to 1 page)
   • How would you describe the business you are proposing?
   • What are the most important features of your business?
   • What led you to decide on this particular product or service?
   • What makes you think this product or service will sell?

3. Organizational Structure
   • Who will participate in your business?
   • What are their qualifications?
   • How will they be organized?

4. Marketing Plan
   • How would you describe your target market (potential customers)?
   • Who is your competition?
   • Why will customers want to buy this product or service from you rather than your competitors?
   • How will you determine the cost of your product or service?
   • Where will you sell your product? Why did you choose this location?
   • How will you get your customers’ attention and convince them to buy your product or service?

5. Operating Plan
   • How will employees carry out day-to-day business operations such as creating products, receiving and processing orders, and managing money?

6. Financial Plan
   • What supplies do you need to launch your business?
   • How much will it cost to get started?
   • How will the business pay for these start-up costs?
   • What are your ongoing operating costs?
   • How will you cover these operating costs?
   • What is your estimated profit? (Complete Project Income Statement)