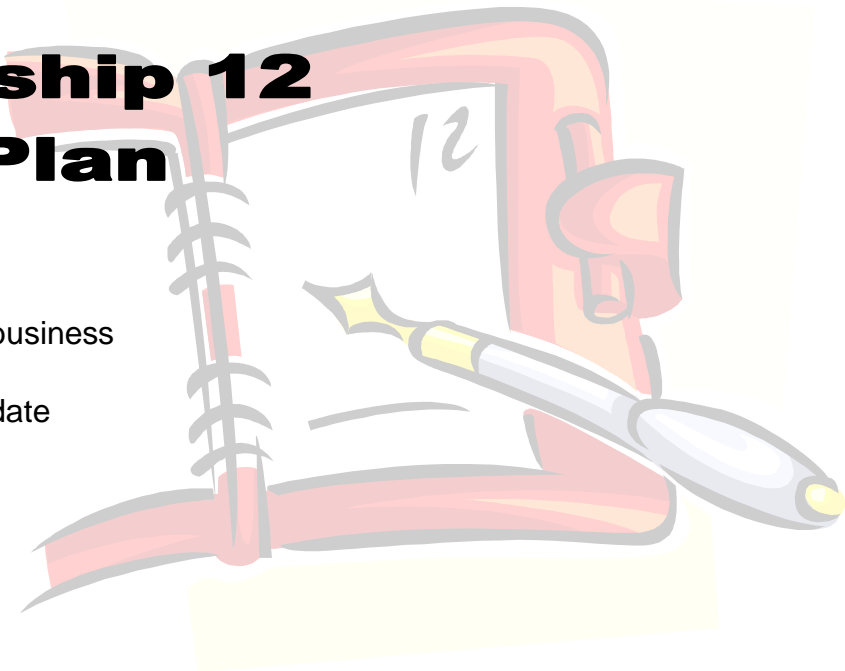


Entrepreneurship 12

Business Plan



Title Page

- Logo or something that identifies your business
- Name of business
- Your Name(s) / Entrepreneurship 12 / date

Table of Contents

Business Profile

- Business owner's name
- Kind of business
- Main Product or Service (description)
- Location

Statement of Purpose:

- What are the reasons behind your business venture?
- Is there a market survey to back up the idea? Feasibility Study results?
- Explain what personal qualities you have that are suited to this business. Why will you succeed where others have (or might) failed?

Section One: The Business

Description of business

- Be positive /enthusiastic

Product/ Service

- Describe exactly what you intend to do /sell

Market

- Describe your target market
- Why did you choose this group

Location

- What part of the school is your location?
- Physical features of location
- Benefits of location

Competition

- List all the competitors and their locations
- What is different about your company that can make it succeed?

Management

- How will you manage business
 - Procedures that will be followed

Section Two: Financial Data

Personal Resume

- One for each member of your group
- Either form your own or use one already in existence

Sources and Applications of Funding

- Estimate what you'll need to start your business
- Convince banker that you're a sound investment

Capital Equipment List

- As completely as possible, list and price all the equipment needed for your establishment

Balance Sheet

- Draw up a balance sheet showing your assets, liabilities and your equity in the business

Cash flow projection

- Draw up a monthly cash flow chart showing your incomes and expenses

Section Three: Supporting Documents (appendix)

Job Descriptions

- List and describe in detail, what each job entails

Physical Organization of business

- Draw (as closely to scale as possible) what organizational plan of your business (kiosk, store, booth, storage facility, vehicle organization)

Visuals

- Logo
- Business card
- Samples of signage
- Posters you will use for ad campaign

Copy of form that you will use to track income and expenditure

Whatever else you feel is needed to demonstrate your business idea/plan

*** Proper format for this assignment includes that you @ least start each section on a new page.
Double space