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Business Plan Workbook

Develop Your Business Plan Format

INTRODUCTION

Describe your business idea, and business goal(s). What is your idea, why would it make for a successful business, who else is doing it, why it is so unique, how would you do it, what do you need to make it happen, and how will you gauge your success.

What type of industry are you: e.g. agriculture, retail, service, etc.

Describe the location or proposed location of your business, and why it's suited for your business:

Describe your leading advantage: (best quality of workmanship, lower price...)

Who will own and/or manage the business and what special skills or experience do they have in this area of business.

COMPLIANCE

List those things you need to do to make sure that you comply with permits and regulations. Include what type of tax forms you need to complete and how are you going to get everything in order for your new business. Talk about the kind of insurance you would need and why.

PERMITS
TAXES
LIABILITY

Explain in **detail** your main products (Italian Dishes, Catering Service and Bar)

What makes your product unique or special?

[illegible]

COMPETITION

DIRECT COMPETITORS – LIST ALL (Good things about their services or products)	Your Business (How are you going to improve the product or service)
Name:	
Address:	
Years in Service:	
Name:	
Address:	
Years in Service:	
Name:	
Address:	
Years in Service:	

INDIRECT COMPETITORS (SUBSTITUTES FOR YOUR PRODUCTS)	Your Business (How are you going to improve the product or service)
Name:	
Address:	
Name:	
Address:	
Name:	
Address:	

COMPETITIVE ADVANTAGE

MARKET PROFILE

Describe in detail the market/demand for your products or service(s) (size of market, etc.):

Describe the type of person that would buy your product or use your service (age, gender, income level, family status, career, leisure activities, education, etc.):

What attracts this person to your product or service, in general:

How will you market your product or service to prospective customers, specifically:

Where are you going to market your products or services (e.g., Town, County, Region, State/Nation-wide)

PRICING STRATEGY & SALES POTENTIAL

e.g. Sewing Machine	\$105.00

MONDAY	How Many	\$\$\$\$\$
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		
TOTAL WEEK POTENTIAL FOR REVENUE		

Marketing Strategy Pro-forma

COMPANY NAME

About Our Organization

Long Term Goal:

Short Term Goal:

Our Market Position

Our Targeted Market & Strategies

Product or Service	Customers To Be Targeted	Strategy

MANAGEMENT

Explain in Detail HOW THE BUSINESS WILL OPERATE, WHO WILL DO THE BILLING, TYPING, WHO WILL DO THE TAXES, ETC.

Who is part of your business team?

	Name and phone number
Banker	
Business Counselor	
Accountant	
Insurance Agent	
Attorney	
SCORE counselor	
Trade Association	

Who will be working with you in your business?

Name	Tasks to be performed

OWNER’S PROFILE

Explain how your past working experience would benefit your new business. For example, a schoolteacher gains a lot of experience planning the lessons. This helps a person be more strategic in their business.

Explain how your education would help the new business:

Explain how your personality would help the new business:

INCLUDE YOUR RESUME AT THE END OF THIS SECTION

FINANCIAL PROJECTIONS

List the monthly expenses of your business:

	JAN	FEB	MAR
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			

	APR	MAY	JUN
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			

	JUL	AUG	SEP
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			

	OCT	NOV	DEC
Utilities			
Telephone			
Materials			
Postage			
Office Supplies			
Equipment			
Insurance			
Professional Fees			
Owners Salary			
Marketing			
Transportation			
Rent			
Other:			

MAXIMUM SALES POTENTIAL

Average client spends _____

Demographics show potential for _____ clients per day

_____ clients per day purchasing _____ at a price of _____

Open _____ days a week

If service business, _____ hours of billable time @ _____ = _____

Total Sales Potential	
Peak Months	
Medium Months	
Low Months	
Medium Low	
Medium high	

JAN	
FEB	
MAR	
APR	
MAY	
JUN	
JUL	
AUG	
SEP	
OCT	
NOV	
DEC	

[illegible]

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CASH FLOW ANALYSIS

	J	F	M	A	M	J	J	A	S	O	N	D
CURVE												
Starting Balance												
Sales												
Receivables (layaways)												
Total Cash In												
Expenses												
Start-Up Cash												
Cash In												
Cash Out												
Cash Flow												

Describe your breakeven point:

Please complete a Balance Sheet for your business as of this moment, include those assets now available to your business and those commitments for liabilities. Because it contains personal information you may choose to exclude this report from the final business plan project.

BALANCE SHEET FORM

ASSETS:		LIABILITIES:	
Current Assets:		Current Liabilities:	
Cash		Accrued expenses	
Accounts receivable		Taxes payable	
Inventory		Short-term notes payable	
Prepaid expenses		Current portion long-term debt	
Total Current Assets		Total Current Liabilities	
Fixed Assets:			
Land		Long-term Debt	
Building			
Equipment		TOTAL LIABILITIES	
(Less accumulated depreciation)			
Net fixed assets		TOTAL EQUITY (or Net Worth)	
TOTAL ASSETS		TOTAL LIABILITIES AND EQUITY	