

Quick Business Plan Outline

1) Would you be?

- a. Purchasing an existing business _____
- b. Buying a franchise _____
- c. Starting a new business _____

2) Describe your product or service:

3) Who else sells this product or service?

- a. Competitor # 1 _____
- b. Competitor # 2 _____
- c. Competitor # 3 _____

4) Why would a person purchase your product or service vs. one of your competitors?

- a. Price _____
- b. Place (location) _____
- c. Promotion _____
- d. Other _____

5) Place (in more detail)

- a. Where do you intend to sell your products or services?

6) Market Demand

- a. How do you know there's a demand for this product or service?

- b. What research can you show that proves this demand? Keep a file with sources.

7) Promotion (in more detail)

- a. How are you going to spend your promotional dollars to attract customers?

- i. Major places _____
- ii. Minor places _____

- b. What's your promotional budget?

\$_____, or % of business income %_____

8) Management

- a. What skills do you have that can make this business work?

- b. List these skills:

- i. Sales _____
- ii. Technical _____
- iii. Managerial _____

9) Funding

a. Debt vs. Equity

i. **Debt** will be borrowed money

1. Source and amount:

- a. _____ \$ _____
- b. _____ \$ _____

ii. **Equity** is your money you will be investing

1. Source and amount:

- a. _____ \$ _____
- b. _____ \$ _____

b. Estimated funds needed to get into this business \$ _____