

# Business Plan Workbook For Startups

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*Compliments of  
the University of Georgia  
Small Business Development Center*



Small Business  
Development Center  
**UNIVERSITY OF GEORGIA**

## Executive Summary

**Tip:**

The Executive Summary should be written LAST and summarizes the main points of the entire document.

It also explains the purpose of the plan.

Keep it brief.

## Opportunity

What are you going to sell?

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How much money are you requesting (if applicable)? \_\_\_\_\_

How much money are you contributing from personal funds (if applicable)?

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## Management Team

Who are the key managers, and what are their roles in the company?

Key Managers	Roles (Titles, Summary of Major Responsibilities)

## Target Market

[illegible]

### Summarize:

What customers will you concentrate on?

What are the defining characteristics of each?

What is the size of this market in your area?

How will your company meet the needs of these customers?

## Marketing Plan

Summarize how you will reach customers.

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Summarize how you will retain customers..

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### TIP:

Each of the sections of the Executive Summary should be no more than one paragraph.

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## Competition

Summarize your direct competitors (companies that sell what you will sell in the same market).

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Indirect competitors (who sell something customers could substitute for the product/service you sell).

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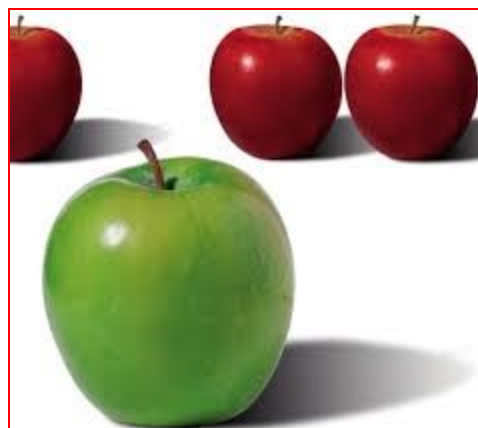
## Competitive Advantage

Why will customers buy from you? How are you different from your competitors?

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## Company Description

### Description

When was your business formed? \_\_\_\_\_

What is the legal structure of your business? \_\_\_\_\_

Where will your business be located? \_\_\_\_\_

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**Ownership** (include all shareholders)[illegible]

## Timeline

What are your plans for this business, in phases or stages?

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**Tip:**

Most small businesses are sole proprietors, partnerships, LLCs, or S-Corps

### Example:

**Phase 1:** Operate out of home, employing family and two employees. Sell to local market.

**Phase 2:** Add two more employees and look for leased space when sales reach around \$100,000; add second product.

**Phase 3:** Add service capacity when sales reach around \$250,000, and hire additional employees.

**TIP:**

Include locations, employees, milestones, goals, and timeline for adding new products and services.

# Management Team

**Tip:**

This is just a sample organizational chart. All of these blocks may not be filled right away, or other blocks may be needed.

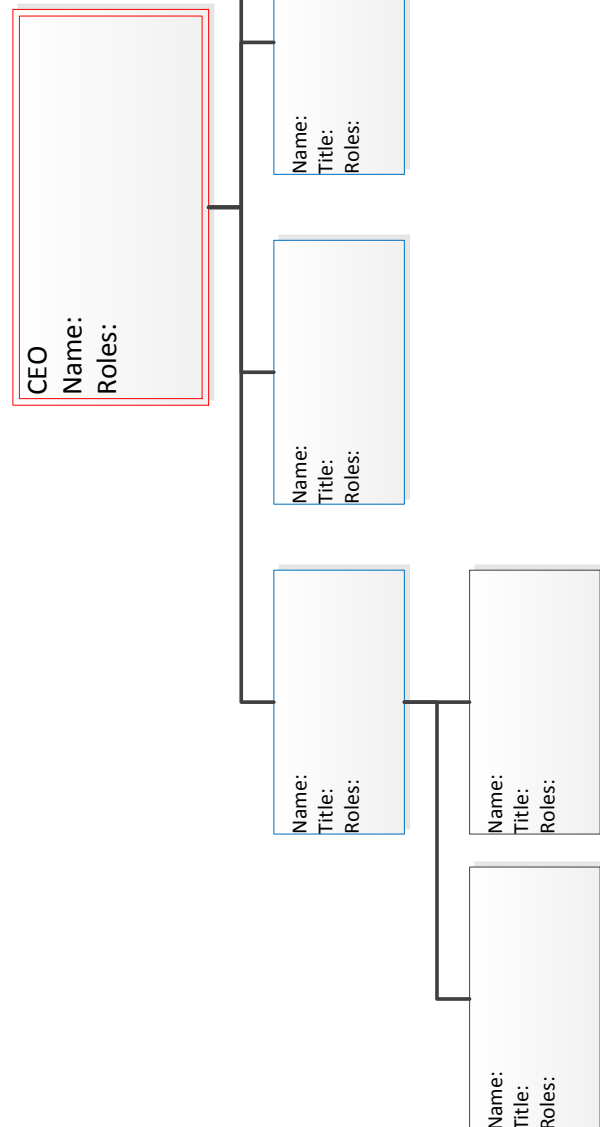
**Also,**

These roles may be filled by outside resources and advisors. Include them, too.

**Tip:**

You will need to include a resume of each manager in the appendix of your plan.

If you're using this plan to apply for a loan, you'll also need to attach personal financial statements of each person who owns more than 18% of the business.



## Qualifications

For each member of your management team, describe what qualifies him/her to fill these roles? Include a short (one paragraph for each) bio of relevant skills and experience in your written plan.

[illegible]

# Operations

**Description of Process for each Major Category of Product/Service:**

### Directions:

This is where you describe exactly how things will work as you make and/or sell your products and deliver your services.

### Manufacturing:

If you're making products, describe the steps and materials needed for the process.

**Reseller:**

If you're selling products made somewhere else, describe the steps to obtain, receive, and sell the products.

**Service Provider:**

If you're performing a service, describe the service and any materials and labor needed.

**Attention to detail  
is important here.**

Product/Service:

[illegible]

Product/Service:

[illegible]



Product/Service: \_\_\_\_\_

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**TIP:**

You can add sheets to this workbook if you have more products/services.

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**Describe administrative systems:** Systems like bookkeeping and shipping. How will you handle?

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**Suppliers:** Where will you get your materials, and what policies and terms will be in place for payment ?

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## Target Market Summary

## Profile:

How would you label each target market?

## Demographics:

Facts like age, income level, type of company.

## Geographics:

Location-related information.

## Psychographics:

Lifestyle or cultural information.

**Wants:**

What exactly do these customers want from your industry (and you)?

### Needs:

## What exactly does the customer really need?

### Fears:

Apprehensions the customer might have about buying from you.

### Solutions:

How can you help these customers solve the problems above?

[illegible]

# Products and Services

**Directions:**

List major categories of products/services, and describe each. Include features and benefits.

**Product/Service 1:** \_\_\_\_\_

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**Product/Service 2:** \_\_\_\_\_

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**Product/Service 3:** \_\_\_\_\_

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**Product/Service 4:** \_\_\_\_\_

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# Marketing Plan

## Pricing Strategy

How will you determine what prices to charge?

### Tip:

Optimum pricing takes into consideration:

- Competitors' prices
- Your costs
- How much customers will value your product, compared to other choices.

Will your price be higher than, the same as, or lower than your competitors' prices? Explain why?:

Use this chart to compare price structure of your 4 top products.	Competitor 1	Competitor 2	Competitor 3
Product/service 1			
Product/service 2			
Product/service 3			
Product/service 4			
Product/service 5			
Product/service 6			

**Promotion:**

How and where are you going to advertise your products/service?

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Will you use online marketing, and if so, what is your strategy?

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Do you have a plan for public relations and media releases? Describe it.

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What promotions and discounts will you offer, and what is your strategy?

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# Marketing Plan (continued)

## Place/Distribution

Where are you going to sell your products/perform your services?

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How will your customers receive your products/services, and what options will you offer?

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Describe the locations where your products/services will be sold.

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Describe the way you will use your website. What will be the primary purpose of the website?

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Will everything in your location plan be done simultaneously, or is your plan in phases?

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### Tip:

Marketing plans usually cover the 4 P's:

- Product
- Price
- Place
- Promotion

What research have you done on your direct and indirect competitors?

What similar products/services do your competitors offer, and how will yours be different?

	Similar Products/Services	Your Differentiation
Competitor 1		
Competitor 2		
Competitor 3		
Competitor 4		

Are there enough customers in your target markets to go around?

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This *Business Plan Workbook*  
covers the narrative portion  
of the business plan.  
The financial portion of the  
business plan is covered in  
*Financial Projection  
Workbook*.

The Georgia Small Business Development Center Network offers no-cost, confidential consulting services to small business owners. Our consultants provide assistance in many areas of business, including marketing, management, strategic planning, and financial analysis. Please contact us if you need assistance preparing financial projections or finding financing for your business. For the SBDC near you, visit **[www.georgiasbdc.org](http://www.georgiasbdc.org)**.

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