

One Gallant Ave., Suite 2  
Delhi, New York 13753

**Delaware County**  
**Economic Development**

Ph. (607) 746-8595  
Fx. (607) 746-8836  
ecodev@co.delaware.ny.us

# Business Plan Workbook

*Develop Your Business Plan Format*



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.

<b>PERMITS</b>
<b>TAXES</b>
<b>LIABILITY</b>



# COMPETITION

<b>DIRECT COMPETITORS – LIST ALL</b> (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:	

<b>INDIRECT COMPETITORS</b> (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



COMPANY NAME

### About Our Organization

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### Long Term Goal:

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### Short Term Goal:

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# Our Market Position

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# 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:			

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

	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
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 @ \_\_\_\_\_ = \_\_\_\_\_

<b>Total Sales Potential</b>	
<b>Peak Months</b>	
<b>Medium Months</b>	
<b>Low Months</b>	
<b>Medium Low</b>	
<b>Medium high</b>	







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:	
<b>Current Assets:</b>		<b>Current Liabilities:</b>	
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	
<b>Fixed Assets:</b>		<b>Long-term Debt</b>	
Land		Long-term Debt	
Building		<b>TOTAL LIABILITIES</b>	
Equipment			
(Less accumulated depreciation)		<b>TOTAL EQUITY (or Net Worth)</b>	
Net fixed assets			
<b>TOTAL ASSETS</b>		<b>TOTAL LIABILITIES AND EQUITY</b>	