# Business Plan Worksheet

**After you've earned this badge, you will be able to create a mission statement, set S.M.A.R.T. goals, market to your target audience, create a risk management plan, and get feedback from your peers. All of these skills help to create a successful business plan for your cookie-selling!**

**Mission Statement:**

A Mission Statement is a summary of the aims and values of a company. A Mission statement should be a short one to two sentence statement that explains your company's goals.

**Write your own Mission Statement here:**

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**S.M.A.R.T. Goals:**

**S**pecific**:** What exactly can you do to be successful?
**M**easurable**:** How will you know if you meet your goal?
**A**chievable**:** Is there anything that can stop you?
**R**elevant**:** What about your goal makes it important to you?
**T**imely**:** When do you want to complete your goal?

**Marketing:**

The people you are trying to reach are your target audience, which is who you want to market towards.

**Brainstorm:** Who is going to buy your product — kids, adults, men, or women? Where do they live? What other products do they buy?

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**Brainstorm:** Think about the best ways to get the word out about your business. Some ideas are online ads, posters, emails, or through the newspaper, but it's all dependent on your business.

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**Brainstorm:** Think about your favorite snack, and think about the pictures on the cover of the box, the slogans, and sayings on the box. Try to gather as many details about your product as you can, such as the flavors, colors, does it taste good with milk? Though simple questions, they will help in successfully market your product!

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**Risk Management Plan:**

A risk management plan is a document that details the risks of starting your business. Predicting the risks can help prevent them.

**Fill in the blank:**

A risk of creating _____ would be _____.

**Brainstorm:** Try to assess anything that could go wrong. In the case of a girl scout, what could go wrong with your cookie sales?

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**Getting Feedback:**

Pass your Business Plan Worksheet to your friend, guardian, or troop leader. Let them give you feedback on your business plan in the space provided below.

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