

Cover Page

Business Idea Plan

2012

Company/Business Name: _____

Business Owner: _____

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I. Executive Summary

Write this section last.

We suggest that you make it **one page**, include the Mission Statement in this section.

II. Company Description

Company description:

Write this section on a paragraph format – Use the items below as a guide - Always write on the “third person”. Example: ABZ Company is in the business of :...

- a) **About the Company:** What business are you in? What do you do?
- b) **Company History:** A **Brief description** on company’s history and/or reason for the business
- c) **About the Owner/s:** Provide a **Brief Bio** (20 to 50 words) about the owner/s
- d) **Product:** A **brief description** about the product, just mention the type of product
- e) **Legal form of ownership:** State the type of Legal entity the company is formed under ie: Sole proprietor, Corporation, LLC? And why you selected this form?

1 year Goal:

Decide on **One Annual Goal at this time – state your Goal below.**

I want to Make (\$ _____) by (Include date here _____) a year from today

Example: By April 30th 2011 ABZ Company will have made \$120,000 in sales

- OR

By (Include date - a year from today - I want to have sold (# _____) of Products

Example: By April 30th 2011 ABZ Company will have sold 1300 units (my product)

Time Line:

Set “Mile Marks”- Objectives that will help you stay on track (or re-evaluate your Goal) –

Breakdown the Goal into Twelve equal parts. (Example) - if your Goal is to make \$120,000 Sales/Year – you will then divide the year into 12 equal months each with \$10,000 in sales/month - this represents the amount needed each month to reach Your Annual Goal.

(Insert your time line here)

III. Organizational Chart and Management

This section applies to **existing businesses** or businesses that are start up and have an established structure and/or a **minimum of 3 employees**. (**SKIP** this section if this does not apply to your situation)

- Who will manage the business on a day-to-day basis?
- What experience does that person bring to the business?

If you'll have more than 5 employees create an organizational chart showing Key Employees ie; Executives, General Managers, Supervisors, etc., include a brief description of their functions.

(Insert your Organizational Chart here)

IV. Operating Procedures

Explain the daily operation of the business, its location, equipment, people, and processes. Answer Only items that are applicable to your Business.

- a) **Location:** Describe Location as it relates to logistical aspects, ie: Loading docks, ramps, accessibility from freeway, etc. (**Skip** if Home Based)

- b) **Equipment:** Include a list of all equipment that you need to purchase, and their costs.

- c) **Personnel:** Number of Part time and Full time employees with sample of schedules and **Pay Rate**

- d) **Inventory:** List amount of current inventory

- e) **Suppliers:** List of key suppliers and Term of sales: (30 net, on credit, etc)

V. Marketing Plan

THE MARKET:

Describe the overall Market: **Briefly** describe how the overall market stands at a State and/or National level, based on what is applicable to your business. Include **“Present Condition”** its **“Potential for Growth”** and the **“Business Opportunity”** - Include Statistical data to support your assumption.

For example: For an Elderly Care type of business one may state:

According to AgingStats.gov there were just over 90 million people over 60 years of age living in the United States as of 2004. Within this elderly population, roughly 58% of those living in the community about 52 million people) are estimated to have some (at least minimal) need for elder care.

THE COMPETITION:

Competitive Analysis: This is the Best way to conduct an effective “Market Research”

Locate 5 companies that directly compete with your business.

- 1) Evaluate each of these 5 businesses by visiting their physical location as well as their online site. Answer the following questions for each competitor:
 - a) How each of these businesses advertize to their customers
 - b) Type of customers they focus on (demographics)
 - c) Evaluate their Product pricing
 - d) Evaluate their Selling approach (Customer service experience)
 - e) Evaluate their “Returns” approach (Customer service experience)
 - f) The Logos, colors, and the look and feel in general
- 2) Complete a Comparison Chart showing their similarities and their differences, Identify **Their Strengths and Weaknesses**. Use this information to determine “Your Competitive **Advantage**”

My Competitive Advantage is: (_____)

THE CUSTOMER:

Customer Profile/Target Market: Describe your customer (use findings from competitive analysis)

- a) **Demographic:** ie; Age – gender, Income, Marital status, etc

- b) **Market size:** (Number of potential customers in your target market

- c) **Psychographics:** (Buying behaviors): for example: impulse buyers – caution buyers – etc.

THE PRODUCT:

1) Product:

Product Description: Describe your product

Product Benefits: Describe product from your customers' point of view

Price: What is your company's pricing strategy?

Example: ABZ Company will price product with a minimum of 40% mark up which is in line with current market pricing, targeting customers looking for options.

2) Place

(Location): From Marketing perspective ie; looks – parking – accessibility – visibility, etc.

PROMOTIONAL PLAN

BUDGET:

Promotional Budget: Funds allocated for advertising (from 4 to 12 Months)

Traditional: News paper; Flyers; Direct mail; Calling; Press releases; PR, etc.

Cost: \$ _____

Online: Google pay per click; Yahoo adds; SEO; Social media; etc

Cost: \$ _____

PROMOTION:

What type of media would you use to promote your business and the costs associated with the promotion. Include your "Advertising Budget" and **Specific Goals with Timelines**. (promotional plan should be for 12 months).

Example: ABZ Company will utilize the following advertising channels to promote the business.

April – June: Advertising ads in news paper – cost: 120per run times 4 runs = \$480

April – June: Two 5x7 - advertising ads in trade magazine – Cost: \$200 x 4 times = 800

Tracking System: System you will use to track the Results of your advertising Plan (marked coupons, flyer colors, percent discounts etc)

VI. Financial Data

Financial Write Up: A summary in paragraph format of the data collected.

Start-Up Budget:

You will have many startup expenses before you even begin operating your business. It's important to estimate these expenses accurately and then to plan where you will get sufficient capital. Even with the best of research, however, opening a new business has a way of costing more than it is anticipated.

(Insert your **Start-Up Budget** here)

12-Month Income Statement

(Insert your Income Statement here)

Break-Even Analysis

(Insert your Break-Even Analysis here)

VII. Appendices/Attachments

Include details and studies used in your business plan; for example:

- A. Brochures and advertising materials
- B. Industry studies
- C. Blueprints and plans
- D. Maps and photos of location
- E. Magazine or other articles
- F. Detailed lists of equipment owned or to be purchased
- G. Copies of leases and contracts
- H. Letters of support from future customers
- I. Any other materials needed to support the assumptions in this plan
- J. Market research studies
- K. List of assets available as collateral for a loan

May use this worksheet for your promotional plan

Promotional Mix Worksheet:

**Company
Name:**

Results

**Target
Market:**

**Communication
Objectives:**

**Design
Message Content:**

Format:

**Promotional
Methods:**

**Budget:
Budget write up**

Total promotional budget: \$ _____ (This is your 100%)

Promotional Mix: % \$

Advertising

**Sales
Promotions**

**Public
Relations**

**Direct
Marketing**

**Personal
Selling**

100% \$

Measuring Results:

How you plan to evaluate results

Summary of Results:

The actual results of the campaign

Promotional Channels below:

Online Advertising:

Pay per click:

Google Ad Sense:

Google Ad words:

Affiliate Program:

Social Media:

Traditional Advertising:

Trade Magazines / Chamber directory / Newspapers / TV / Radio / Other:

Sales Promotions: (explain your approach)

Public Relations: (explain your approach)

Direct Marketing: (explain your approach)

Personal Selling: (explain your approach)