



MY BUSINESS PLAN:

BUSINESS IDEA:

What is your big idea?

Is it a product or a service?

What makes your idea different?

How will your products/services stand out from the competition?

Why will people want to buy?

BUSINESS NAME:

What does this name say about your business? Is it unique? Memorable? Easy to pronounce?

TARGET MARKET & DEMOGRAPHICS:

Who will your customers be?

Other Kids? Teenagers? Men? Women?

Where do they live? What is your target market passionate about?

MARKETING:

How will you get the word out about your business?

Online? Posters? Through the Newspaper? By Email?

Where will you sell your products or services?

PRICING:

How much will you charge?

What are your competitors charging?

PROFIT:

How much will you make on each sale after you subtract your expenses? Profit = Income - Expenses

Sale price of item:

Cost of item:

Profit:

What will you do with the money you make? Reinvest in the business? Save for college? Donate?