

Instructions

In this worksheet, you will outline a simple business plan. Use the sections below to think about your business idea and answer the questions. Be creative!

1. Business Idea

What is your business idea? Describe it in a few sentences.

2. Target Market

Who are your customers? Describe the group of people who would buy your product or service.

3. Unique Selling Proposition

What makes your business different from others? Why would customers choose your business?

4. Marketing Strategy

How will you promote your business to attract customers?

5. Financial Goals

What are your financial goals for the first year? Think about how much money you want to earn.

6. Start-up Costs

What are the costs to start your business? List out any supplies, equipment, or other expenses you may have.

7. Future Plans

Where do you see your business in five years?

8. Additional Notes

Any other ideas or thoughts you want to add about your business?