

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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[Business Plan Title]

[Business Plan Subtitle]

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# Executive Summary

|  |  |
| --- | --- |
|  | Write this last so that you can put the most important information from your business plan.  This is where you can give a short summary of your company. If someone only read this one part, what would you want them to know?  Note: to delete any tip, such as this one, just click the tip text and then press the spacebar. |

## Long- and Short-Term Goals

|  |  |
| --- | --- |
|  | *Summarize your goals and purpose defined in Chapter 1 of The Big Startup Guidebook for Kids.* |

## Mission Statement

|  |  |
| --- | --- |
|  | *If you have a mission statement, include it here*. |

## Competitive Advantage

|  |  |
| --- | --- |
|  | *Describe the competitive advantage you created in Chapter 5 of The Big Startup Guidebook for Kids.* |

# Description of Business

|  |  |
| --- | --- |
|  | *Tell your business idea and share your story created in Chapters 3 and 7 of The Big Startup Guidebook for Kids.*  *Share your expectations for your gross profit and contribution margin from Chapter 11.* |

## Company Ownership/Legal Entity

|  |  |
| --- | --- |
|  | Indicate whether your business is a sole proprietorship, corporation (type), or partnership. If appropriate, define the business type (such as manufacturing, merchandizing, or service).  If licenses or permits are required, describe the requirements for acquiring them and where you are in the process.  If you have not already stated whether this is a new independent business, a takeover, a franchise or an expansion of a former business, include that here. |

## Products and Services

|  |  |
| --- | --- |
|  | Describe your products or services. Use information from Chapter 5 of The Big Startup Guidebook for Kids.  Tell why you think people will want your product or service and how you will offer it. Give details on your Unit of Sale (Chapter 11). |

## Suppliers and Manufacturers

|  |  |
| --- | --- |
|  | If your supplier/manufacturer partnership offers a competitive advantage, include that information here. If you manufacture products yourself, describe that here as well. |

## Management

|  |  |
| --- | --- |
|  | How will you make the business a success? Describe any partners that will be helping you in the business. Include:   * What are their qualifications and background? (Resumes can be included in an Appendix.) * What are their strengths or areas of expertise that support the success of your business? * What are their responsibilities and are those clearly defined (particularly important in partnership agreements)? * What skills does your management team lack that must be supplied by outside sources or by additional hiring?   If your business has employees, describe the chain of command. What training and support (such as a handbook of company policies) will you provide to employees? Will you provide any incentives to employees that will enhance the growth of your company? |

## Funding

|  |  |
| --- | --- |
|  | How much money do you need to start your business and how do you plan to fund it? |

# Marketing

## Market Analysis

|  |  |
| --- | --- |
|  | This is where you get to show people that you understand your customer and know how to communicate with them. Do the following in this section:  Summarize your primary and secondary research from Chapter 4.  Describe your marketing avatar from Chapter 6  Share your market feedback from Chapter 10  Give details on your marketing funnel from Chapter 12 and tell where you plan to focus your marketing efforts and money.  Conclude by telling how you will be able to communicate with your customers to sell them your products or services. Why are you better at this than any of your competitors? |

## Competition

|  |  |
| --- | --- |
|  | Who are your competitors and what are they doing? Use your benchmarking matrix from Chapter 5 in The Big Startup Guidebook for Kids. |

## Pricing

|  |  |
| --- | --- |
|  | Do you know how much you will charge your customers for your product or service?  Use the information in Chapter 11 to talk about your pricing. Share why you selected the price you did and how you plan to show a profit at that sales price. |

## Strategy and Implementation

|  |  |
| --- | --- |
|  | Now that you have described the important parts of your business, you may want to summarize how you plan to do what you say you will do. Tell the steps you plan to take to open for business and what you will do in the first 3, 6, and 12 months.  Give as much detail on your plan as possible so people can see you really do have a plan for success. |

# Appendix

## Financial Summary

|  |  |
| --- | --- |
|  | In this section you will write a short summary of your financial information. Explain what you have done to make sure you have a profitable business. Talk about your gross profit, contribution margin, and breakeven units. Don’t just write down those numbers, but explain what they mean for your business and why you think they are correct.  This is your chance to show everyone that your business can make money so use all of your information and present it with a good “story.” |

## Profit and Contribution Margin

|  |  |  |
| --- | --- | --- |
|  | Calculate Cost of Goods Sold |  |
|  | Description of Expense | Cost |
|  | Example: (cake ingredients) | Ex. $2.20 |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| 7 | Total COGS (add lines 1-7) |  |
|  |  |  |
|  | Now Calculate Gross Profit |  |
| 8 | Sales Price |  |
| 9 | Subtract Total COGS (line 7) |  |
| 10 | = Gross Profit |  |
|  |  |  |
|  | Variable Expense Description | Cost |
| 11 |  |  |
| 12 |  |  |
| 13 |  |  |
| 14 | Total Variable Expense (add lines 11-14) |  |
|  |  |  |
|  | Calculate Contribution Margin |  |
| 15 | Gross Profit |  |
| 16 | Subtract Total Variable Expense (line 14) |  |
| 17 | = Contribution Margin |  |

## Start-Up Expenses and Startup Breakeven Analysis

|  |  |  |
| --- | --- | --- |
| Startup Cost and Breakeven Calculator | | |
|  | Description | Cost |
| 1 | Purchase price or down payment if buying a business |  |
| 2 | Business cards and office supplies |  |
| 3 | Product to sell |  |
| 4 | Legal fees to setup business |  |
| 5 | Website Setup |  |
| 6 | Website design |  |
| 7 | Advertising and Marketing |  |
| 8 |  |  |
| 9 |  |  |
| 10 |  |  |
| 11 |  |  |
| 12 |  |  |
| 13 |  |  |
| 14 |  |  |
| 15 |  |  |
| 16 |  |  |
| 17 |  |  |
| 18 |  |  |
| 19 | Total Startup Expenses (Add lines 1-18) |  |
|  |  |  |
|  | Calculate Startup Breakeven Point |  |
| 20 | Total Startup Expenses (Line 19) |  |
| 21 | Contribution Margin (Profit Margin Worksheet, line 17) |  |
| 22 | Divide Startup Expense (Line 20) by Contribution Margin (Line 21) = Breakeven Point in units |  |

## Fixed Expenses and Breakeven Analysis

|  |  |
| --- | --- |
| **Monthly Fixed Expenses** | |
| Description | Cost |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Total Fixed Expenses |  |
|  |  |
| Breakeven Calculation | |
| Total Fixed Expenses |  |
| Contribution Margin | $ - |
| Breakeven Calculation |  |

## Income Projection Statement

|  |  |
| --- | --- |
|  | The Income Projection Statement is a tool to preview the amount of income each month based on your best guess.  You can copy and paste this table from your Startup Finance Calculator. |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Category** | **Jan.** | **Feb.** | **Mar.** | **Apr.** | **May** | **Jun.** | **Jul.** | **Aug.** | **Sep.** | **Oct.** | **Nov.** | **Dec.** | **Annual Total** | **Annual %** |
| Net Income |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cost of Goods Sold |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Gross Profit |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Variable Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Contribution Margin |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Fixed Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Profit Before Taxes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Miscellaneous Documents

Add any additional documents here that would support your information in your business plan.