

START-UP BUSINESS PLAN

Prepared By:



BUSINESS PLAN

MARKETING AND SALES

Marketing and Sales are activities that help introduce your potential customers to your company, gets them to consider a purchase, convinces them to choose your products and helps them make a purchase. Marketing is what lets everyone know what you offer. Social media posts, emails, posters, advertising, and phone calls are all forms of marketing.

What is the name of your company and why did you choose it?

A brand is like a company's personality. What is the personality of your company?

How do you plan to reach your target audience? (In person, by email, social media)

Where will you sell your product or service? (In stores, online)

BUSINESS PLAN

STARTUP COSTS

1. How much money will it cost to start your business? (Cost of products, ingredients, packaging, design)
2. What do you need to buy before starting? (Items you can't start without)
3. How much will all these things cost?

Expenses / Supplies

\$ Cost

Lemons

\$6.00



Total Cost

BUSINESS PLAN

PRICING & PROFIT

1. Expenses: How much money will it cost to make each product or perform each service?
2. Earnings: How much will you charge for each product or service?
3. What is your profit per item or service?

Expenses

.....

.....

.....

.....

Earnings

.....

.....

.....

.....

Profit

Total Earnings minus Expenses = Profit

.....
Earnings

-

.....
Expenses

=



**OTHER
WORKSHEETS &
EXTRA PAGES**

ROI WORKSHEET

RETURN ON INVESTMENT

MY EARNINGS

DATE	DESCRIPTION	AMOUNT

MY EXPENSES

DATE	DESCRIPTION	AMOUNT

TOTAL EXPENSES	
TOTAL EARNINGS	
TOTAL PROFIT	

LAUNCH PLAN



ACTION PLAN

BEFORE LAUNCH

ACTION PLAN

LAUNCH

ACTION PLAN

2 WEEKS AFTER LAUNCH

LAUNCH PLAN



ACTION PLAN

4 WEEKS AFTER LAUNCH

ACTION PLAN

WEEKS 5-8

ACTION PLAN

WEEKS 9-13

TO DO LIST

DATE _____

S	M	T	W	T	F	S
---	---	---	---	---	---	---

- _____
- _____
- _____
- _____
- _____
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- _____

IDEA BANK

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

MY COMPANY'S BRAND

Which one of these best describes the feeling of your brand?

excitement sincerity ruggedness competence sophistication

Can you describe your business in five words?

.....

If your business was a person, what would they be like?

.....

What colors do you think of when you think about your company?

.....

30

Brand Personality Adjectives

Circle the adjectives that apply to your brand personality

- | | | |
|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Empowering | <input type="checkbox"/> Playful |
| <input type="checkbox"/> Ambitious | <input type="checkbox"/> Energetic | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Flirty | <input type="checkbox"/> Quirky |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Fresh | <input type="checkbox"/> Radiant |
| <input type="checkbox"/> Cheerful | <input type="checkbox"/> Glamorous | <input type="checkbox"/> Relaxing |
| <input type="checkbox"/> Clean | <input type="checkbox"/> Innovative | <input type="checkbox"/> Rustic |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Invigorating | <input type="checkbox"/> Sleek |
| <input type="checkbox"/> Dainty | <input type="checkbox"/> Minimal | <input type="checkbox"/> Sophisticated |
| <input type="checkbox"/> Daring | <input type="checkbox"/> Modern | <input type="checkbox"/> Spiritual |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Natural | <input type="checkbox"/> Vibrant |

CUSTOMER LIST

Name : _____

Phone : _____

Email & Social: _____

Notes : _____

Name : _____

Phone : _____

Email & Social: _____

Notes : _____

Name : _____

Phone : _____

Email & Social: _____

Notes : _____

Name : _____

Email & Social: _____

Address : _____

Notes : _____