START-UP BUSINESS PLAN

Prepared By:



BUSINESS PLAN EXECUTIVE SUMMARY

- 1. Summarize your business idea.
- 2. Tell a little bit about yourself and why you want to build this business.

Note: This is just an introduction so keep the thoughts here simple.

BUSINESS PLAN BUSINESS DESCRIPTION

- I. Describe the business idea in detail.
- 2. Tell how your business is different and unique.
- 3. What are the products or services you are offering

BUSINESS PLAN GOALS

- I. What will you do with the money you make? Will you re-invest the money back into your business? Save it for something in the future? Donate to charity? Spend it on something special? All of the above?
- 2. How much do you want to make?

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.

orand is like a company's p	ersonality. What is the personality of your company?
ow do you plan to reach yo	ur target audience? (In person, by email, social media)
low do you plan to reach yo	ur target audience? (In person, by email, social media)
	ur target audience? (In person, by email, social media) uct or service? (In stores, online)

BUSINESS PLAN STARTUP COSTS

- I. 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	
0		
0		
0		•••••••
0		•••••••
0		•••••••
		••••••

Total Cost

BUSINESS PLAN PRICING & PROFIT

- I. 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

BUSINESS PLAN



BUSINESS PLAN



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	Μ	Т	W	Т	F	5

O	

IDEA BANK

O	

MY COMPANY'S BRAND

Which one of	these b	est describ	pes the feeling of your brand?
excitement	sincerity	ruggedness	competence sophistication
			Can you describe your business in five words?
	••••		
If your	business	was a pers	son, what would they be like?
		Wh	nat colors do you think of when you think about your company



Brand Personality Adjectives

Circle the adjectives that apply to your brand personality

Adventurous	Empowering	Playful
Ambitious	Energetic	Professional
Bold	Flirty	Quirky
Calm	Fresh	Radiant
Cheerful	Glamorous	Relaxing
Clean	Innovative	Rustic
Confident	Invigorating	Sleek
Dainty	Minimal	Sophisticated
Daring	Modern	Spiritual
Elegant	Natural	Vibrant

CUSTOMER LIST -

Name :	
Phone :	
Email & Social:	
Notes :	
Name :	
Phone :	
Email & Social:	
Notes :	
Name :	
Phone :	
Email & Social:	
Notes :	
Name :	
Email & Social:	
Address:	
Notes :	