

## **Marketing Business Plan**

In this unit you will create a business plan for a company that you are interested in starting. You may choose any type of business that you would like but it must be appropriate for you to own and operate as a teenager. The business must be organized as either a **sole proprietorship** or a **partnership**.

The business plan is a written document detailing the financial and operational aspects of a company. The purpose of this plan is to provide an outline for your new business. We will review each section of a business plan during the course of this project.

A business plan is action-oriented and should be presented in an organized manner with a table of contents.

Your business plan is to be well researched by using the Internet, books, magazines and interviews. You must include FIVE or more separate resources in your research that need to be documented in a source page at the end of your business plan. I recommend [How to Really Create a Successful Business Plan](#) by David E. Gumpert and [www.entrepreneur.com](http://www.entrepreneur.com) .

To begin, you should clarify your goals and objectives. Ask yourself these questions:

1. What kind of businessperson are you: Do you prefer to work with or direct others? Do you prefer to work in a small group or alone?
2. What kind of business do you want? A lifestyle business or a high-flyer glamorous business?
3. Where would I locate my business?
4. Do I want money now or later?
5. What are my future goals?

**The Outline for a Business Plan**  
Final Copy Due on December 1<sup>st</sup>

A business plan details every part of a proposed business to potential investors and lenders. There are 3 major sections:

Section 1 – Describes the general concept of the proposed business, outlines the entrepreneur’s special skills, and analyzes the potential market.

Section II – Discusses how the business will be organized, describes to product or service to be offered, and details the marketing plan.

Section III – Identifies the sources of capital and projects income and expenses.

1. Written proposal to teacher (Description and analysis of the proposed business and location)
2. Non-financial portions of your written business plan:
  - Title Page
  - Table of Contents
  - Executive Summary
  - Vision and Mission
  - Company Overview
  - Market Analysis
  - Product Strategy
  - Marketing Plan
3. Financial portions of your written business plan:
  - Financial Statements
  - Sources of Capital
  - Financial Risks
4. Sources
  - Include an appendix to the business plan and list your sources. You should have a minimum of 5 separate sources in your bibliography.
5. Oral Presentation
  - Time: Between 5 and 10 minutes long
  - MUST HAVE A VISUAL**
6. Final Evaluation of Your Business Plan

You will draw for the presentation times in the Third week of November. Remember that all projects are due on the same date regardless of presentation time. Smaller deadlines for sections will be set up throughout the project.

## **Time Line for the Business Plan Project: (ADD OWN DUE DATES FOR EACH SECTION)**

### **“What Is a Business Plan”**

Personality Test, Personal Goals

### **“Previewing Business Plans”**

- Understand Components of the Business Plan
- Written Proposal Due (describe business and location)
- Complete exercise page 35, number 2

### **“Preparation Rules”**

- Write a rough draft of your vision and mission statement
- Continue adding to the outline of ideas for your business plan

### **“Executive Summary as a Guiding Light”**

- Write a rough draft of your executive summary

### **“Company Strategy”**

- Write company overview rough draft

### **“Marketing Issues: Who are the Buyers?”**

- Analyze your market by writing the market analysis

### **“Create your Marketing Plan”**

- Product/Services Issues
- Sales/Promotional Issues

### **“Financial Issues”**

- Create financial statements (monthly cash flow statements, income statement, balance sheet)
- Identify sources of capital
- Identify financial risks

### **“Tailoring the Plan”**

- Combine all portions together
- Finalize business plan
- Type Table of Contents and Bibliography

December 1<sup>st</sup> - All Business Plans are due at the beginning of the class. **START ORAL PRESENTATIONS OF PLANS IN CLASS.**

**THIS SCHEDULE IS AN OUTLINE OF THIS UNIT. ALL ROUGH DRAFTS WILL BE DUE AT THE END OF THE CLASS PERIOD AND POINTS WILL BE ALLOTTED FOR TURNING THEM IN ON TIME. STAY ON TASK – DO NOT WAIT UNTIL THE LAST MINUTE. BE CREATIVE WITH YOUR IDEAS!**