

NAME _____

MAKE YOUR BUSINESS PLAN

Now that you have selected a company you admire, use this organizer to create a business plan as if you were starting it yourself. The more detail you include, the better your plan will be—and the more successful your business!

Company Name _____

BUSINESS DESCRIPTION AND SUMMARY

What product or service will this company provide? How will it do so? What need will it fill?

MARKET ANALYSIS

What other companies and products will this company compete with? What are the strengths and weaknesses of those competitors? What advantage will your company have over its competitors?

MARKETING STRATEGY

How will your company sell its products or services? How will it convince consumers to pay for them?

FUNDING

How much money will it take to start your company? What will this money be used for?

FINANCIAL PROJECTIONS

How will your company make money?
