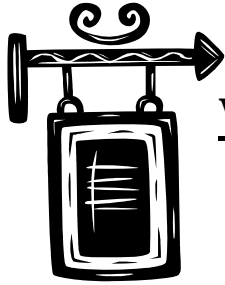


Business Plan Building



BY:



STEP ONE:

What type of business are you?

Who works for your company and what do they do?

You must assign each person in your group a job and a salary.

- _____ OWNER/ Bill Payer and Director (0-100K)
- _____ CO- OWNER/ Equal to Owner (0-100K)
- _____ Stock person/ labor (18K-38K)
- _____ Sales person (30K + commission)
- _____ Marketing (28K-56K)
- _____ Accounting (18K-42K)

In what order will they be hired?

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

What personal benefits will be offered to employees?

- _____ **Healthcare \$300 per person per month**
- _____ **Retirement 3%-15% of salary**
- _____ **Dental \$30 per person per month**
- _____ **Healthcare for family \$300 per person per month**
- _____ **Daycare, health, flex accounts 3% of salary**
- _____ **Vacation time, sick leave**
- _____ **TAXES 15% of each employee wage**
- _____ **Holiday, Performance, or Sales Bonus**

Space

_____ Warehouse
_____ Garage
_____ Basement
_____ Office space
_____ Parking
_____ Storefront
_____ TOTAL

Income:

How much income do you need to have in order to employ your entire group and pay full benefits?

_____ Salary of group
_____ 15% taxes on total
_____ Health insurance
_____ Dental insurance
_____ Vacation / sick pay
_____ Retirement

_____ TOTAL

Now look up corporate taxes on the income needed to support your company and add in all the "other costs"

_____ TAXES
_____ FIRST YEAR START UP COST
_____ SPACE
_____ NEW TOTAL

SALES AND MARKETING



Item to sell: _____

_____ **Cost**

_____ **Retail in store**

_____ **Retail if sold in bulk**

_____ **Retail if sold per item**

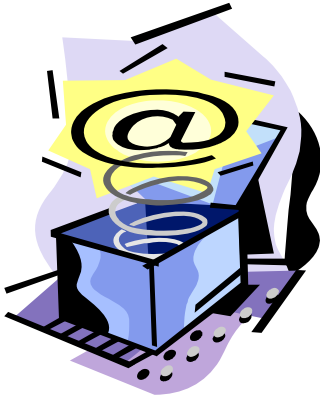
_____ **Shipping**

Item description:

Sales description:

Places to market item:

Packaging and promotion:



Owner and Co-owner

Company Mission:

Location of company:

Services the company provides:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Funding used for this start up company?

Define the time line for this start up?

Year one

Year two

Year three

Year four

Year five



Partnerships

Who are the people and the organizations the business does business with? Some examples are the in-kind trade of service, banking, shipping, rental companies, business deals, charity, hosting little league teams, people who buy your product, people who market your product, or people who help grow your business.

Sales/ customers

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Marketing

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Niche marketing

- 1
- 2
- 3
- 4
- 5



Accounting/ payroll/taxes

- 1
- 2
- 3
- 4
- 5

Partnerships

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Corporate structure

- 1
- 2
- 3

Community work

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Competition



What is innovative about your company?

How is your business better than the companies currently doing business?

Who is your direct competitor in your business?

1

2

3

4

5

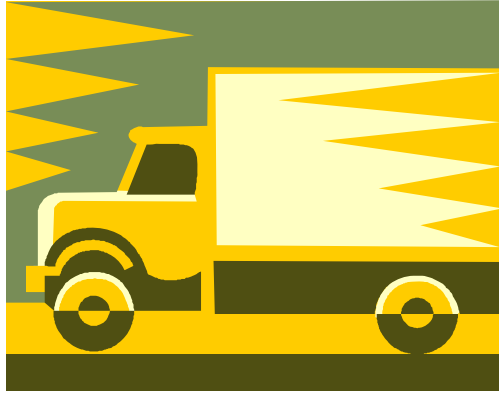
6

7

8

9

10



Packaging/Shipping/ Storage

How will product be packaged and shipped to customer?

Retailer buying in bulk

Individual Internet sales direct to consumer

Retail direct to customer

Where will product be stored?

Who will take order?

Who will pull items from list and ship order?

Who will deliver package?

Do you gift wrap?

