

Quick and Dirty Business Plan Worksheet

Name of your business: _____

Location of your business: _____

Your contact phone number: _____

Your e-mail address: _____

Web site: _____

Describe your business in two or three sentences. This is often called the Executive Summary:

PART ONE: THE ORGANIZATIONAL PLAN

IDENTIFY YOUR BUSINESS

1. What product(s) or service(s) will you sell? (Describe in detail.)
2. How is your business different from/better than your competitors' businesses?
3. What is your market niche? (Are you the biggest, the cheapest, the newest, the oldest, etc.?)

IDENTIFY MANAGEMENT*

1. Who will be running the business?
2. What experience do the managers have?
3. Why are they qualified to manage the business?
4. When will they do their assigned tasks?

OUTLINE OPERATIONS

1. What equipment will you need to start the business?
2. Do you already own any of this equipment?
3. Will you need employees to start the business? If so, who do you need and how will you hire and pay them?
4. Do you need any insurance or a license to start this business?
5. Who do you know that can help you or advise you on this business (lawyers, accountants, consultants)?
6. What businesses will supply your business with office supplies, Internet service, etc.?

**Remember: Even if "management" is one person—you—you still need to answer these questions.*

Quick and Dirty Business Plan Worksheet, continued

PART TWO: THE MARKETING PLAN

IDENTIFY YOUR MARKET

1. Who are your customers? (Age, income, geographic location, etc., are all helpful.)
2. What is the condition of the business you are in? For instance, are you starting your snow shoveling business in July? Are there already over a dozen landscaping companies in your town alone?
3. How will you reach your customers (e.g., radio, flyers, word of mouth)?
4. How much will you charge for the product or service?
5. Will you offer any money-back guarantees? If so, what exactly is the guarantee?
6. Who else sells a product or service like yours?
7. What do they charge for the product?
8. What will you do to gain customers that your competitors do not do?

IDENTIFY YOUR RISKS

1. What can go wrong?
2. What can you do to prevent it?
3. How have you prepared for disasters?
4. Where is your business weak?
5. What can you do to make it stronger?

SCHEDULE

1. Grab a calendar and write down what you will do each week for the first 30, 60, and 90 days.
2. Using that same calendar, write your yearly goals for the business for this year.

PART THREE: THE FINANCIAL PLAN

FINANCIAL ANALYSIS

1. How much will it cost to start the business? (You should itemize each expense.)
2. How much will it cost each month to run the business? What are the operating expenses (both fixed and variable costs)?
3. Define one unit.
4. What is the cost per unit?
5. How much profit will you make when you sell one product or perform one service? Remember: $\text{PROFIT} = \text{REVENUE} - \text{EXPENSES}$
6. What will you spend your start-up money on?
7. Where can you cut costs as the business grows?

FINANCIAL STATEMENTS

1. Prepare an income statement.
2. Prepare a cash-flow statement.
3. Prepare a balance sheet.