Business Plan Part 1

For this assignment you and your partners will complete a business plan. We will use the Small Business Administration’s “Create a Business Plan” section to fill in and polish the plans. Before we can input the information in the forms on the SBA website you need to fill out the following information sheet. Your business must be school appropriate, and legal. If you have any doubts, check with me.

Before you start the project make sure you have read chapter 4 in your ebook. Most of the components of your business plan are discussed in this chapter. I have also included links to websites and videos that can give you more information on parts of the business plan.

**Step 1: Cover Page**

1. Company Name:
2. Company Officers (your names):
3. Company Address and Phone Number (You can use the school address for this. Use a fake phone number like 517-333-3333)
4. Company Email:
5. Company Logo (You can use an image from the internet, or create one using Paint or another graphics program. If you would like to draw a logo we can scan it.)

**Step 2: Executive Summary**

See pages 94 to 98 in your ebook for help with this section.

1. What product or service will your business provide?
2. Who are your target customers?

1. What goals do you have for your company?

**Step 3: Company Description**

1. What is your mission statement?

See the following websites for help with this:

<http://articles.bplans.com/writing-a-mission-statement/>

<http://www.entrepreneur.com/article/65230>

<http://www.wikihow.com/Write-a-Mission-Statement>

<http://sbinfocanada.about.com/od/businessplanning/a/writemission.htm>

1. Who are the principal members of your company and what are their roles?

See page 95 in your ebook for samples of what this may look like.

1. What is the legal structure of your company? (Is it a sole proprietorship, or a partnership)

**Step 4: Marketing**

This section will require some internet research. See pages 99-100 in your ebook. The figure on page 100 may be particularly helpful. You may also want to check on the follow websites and videos:

<http://www.sba.gov/content/marketing-101-basics>

<http://www.inc.com/ilya-pozin/5-internet-marketing-basics.html>

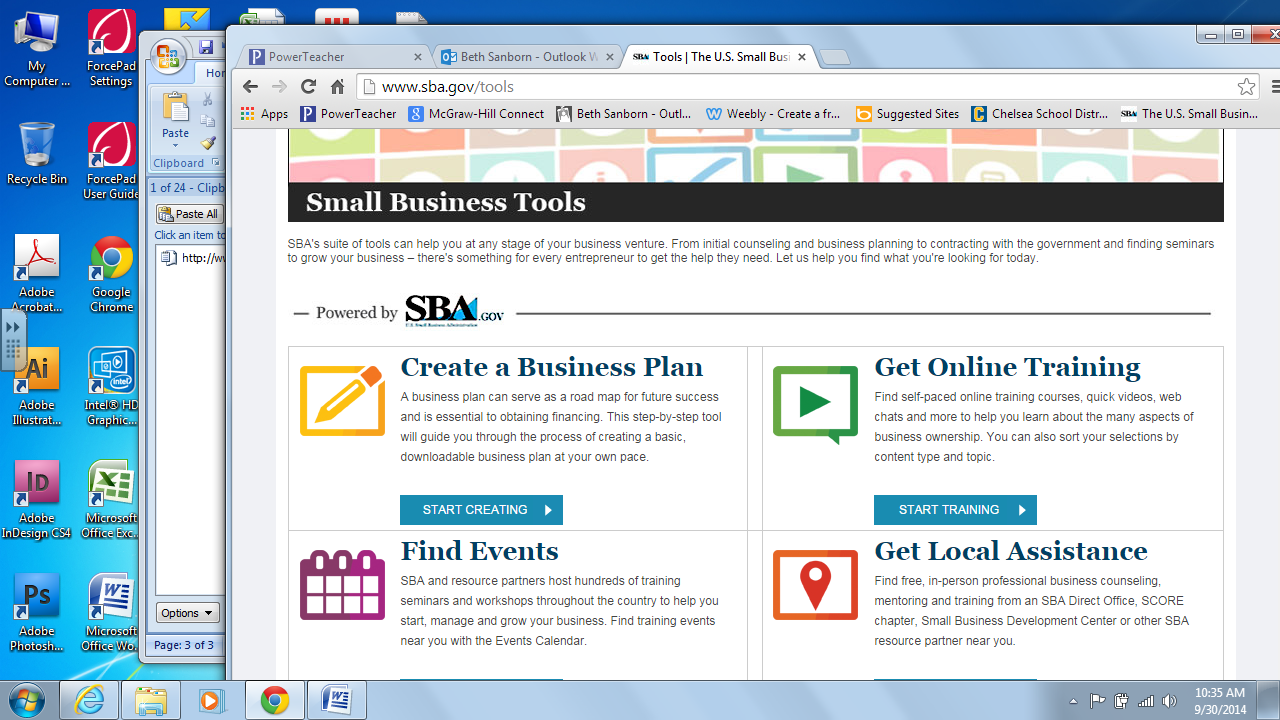
<http://www.entrepreneur.com/video/236390>

<http://www.entrepreneur.com/article/235783>

<http://www.entrepreneur.com/article/234221>

1. Describe your industry
2. Describe your customers
3. Who are your competitors?
4. What advantages do you have over your competition?
5. What regulations apply to your company?

When you are done, submit the document to me. Now you are ready to build your business plan. Go to the Small Business Administration’s website at SBC.gov. You will need to open an account to use. The Create a Business Plan tool will organize your plan and let you print or save it as a PDF file. The tool has lots of examples and lots of helpful tips. We will do parts 1-4 this week, and parts 5 -7 later. Follow the following steps to get started:

1. Go to the website: SBA.gov
2. Click the “Starting & Managing” Tab at the top
3. Choose Create your Business Plan
4. Click the blue Tools button on the far right of the page
5. Go to the Create Your Business box and click the “start creating” button
6. One partner will need to register for an account
7. Once you have an account the system will walk you through the process of inputting your business plan.

We will finish parts 5-7 later. When you are done you will need to make a PDF file to submit and print.

<https://www.sba.gov/tools/learning-center-view-course/363951>