

# CREATING YOUR OWN BUSINESS PLAN

This worksheet has been designed to assist you in starting your business plan.  
Each of the headings is based on the **BUSINESS PLAN TEMPLATE** outlined in **SECTION 2.3**.

## SECTION A – Executive Summary

*This is your business vision. List the key elements of your business plan*


## SECTION B

### Community Profile and Business Environment Description

*What is the big picture of what is happening in the business world, and what is needed in your community?*

#### Community Profile


#### Community Benefits


**SECTION C – Business Description**

**Business Overview** - *Describe your business, what it does, and where it is going*


**Goals and Objectives of your Business**


**Legalities**


**Location**


## SECTION D – Product/ Service Description

**Product/ Service** - *What are you offering?*

**Pricing** - *What is your cost for the product, and what price is affordable to the potential customer?*

## SECTION E – Marketing Plan

**Summary of Marketing Strategy** - *What you will do so that people will find out about your product/service*

**Marketing Goals and Objectives**

<b>Market Analysis</b>
<b>1. Target Market</b>
<b>2. Competition</b>
<b>3. Market Trends</b>
<b>4. Market Research Results</b>

**Marketing Strategy** - *Techniques you will use to sell your products and services*


**Revenue Projections** - *Refer to your annual cash flow sheet*


**SECTION F**

**Business structure, Management and Ownership Structure**

*Choose from 3 types of business structures, and describe who will be in charge of the business*


## **SECTION G –Operational Plan**

*Describe the day-to-day tasks of operating the business under the sections that follow*

**Service Plan** - *Details of how services will be provided to the customer*

**Human Resource Plan** - *Describe the positions that will be employed by the business*

**Aftercare Plan** - *Describe all the details of the financial, legal, regulatory systems you have put in place to ensure the success of your business*

**Facility and Equipment Plan**

**Implementation Plan**

