

Business Plan Workbook For Startups

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the University of Georgia
Small Business Development Center*



Management Team

Tip:

This is just a sample organizational chart. All of these blocks may not be filled right away, or other blocks may be needed.

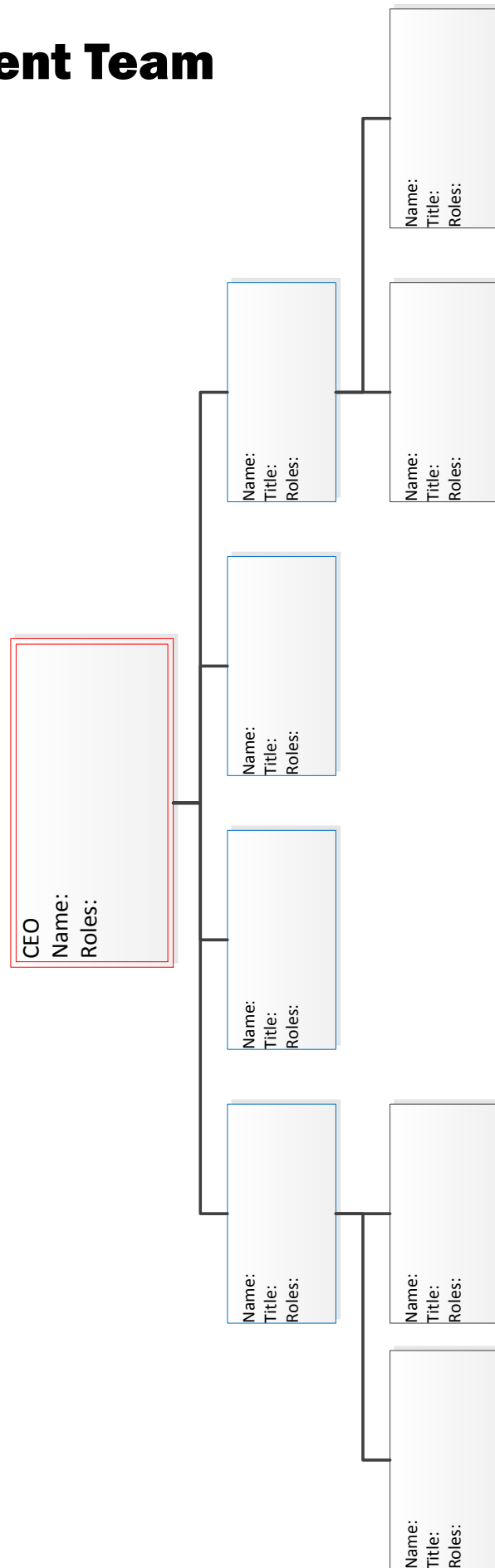
Also,

These roles may be filled by outside resources and advisors. Include them, too.

Tip:

You will need to include a resume of each manager in the appendix of your plan.

If you're using this plan to apply for a loan, you'll also need to attach personal financial statements of each person who owns more than 18% of the business.



Products and Services

Directions:

List major categories of products/services, and describe each. Include features and benefits.

Product/Service 1: _____

Product/Service 2: _____

Product/Service 3: _____

Product/Service 4: _____

Promotion:

How and where are you going to advertise your products/service?

Will you use online marketing, and if so, what is your strategy?

Do you have a plan for public relations and media releases? Describe it.

What promotions and discounts will you offer, and what is your strategy?

Competition

What research have you done on your direct and indirect competitors?

What similar products/services do your competitors offer, and how will yours be different?

	Similar Products/Services	Your Differentiation
Competitor 1		
Competitor 2		
Competitor 3		
Competitor 4		

Are there enough customers in your target markets to go around?

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This *Business Plan Workbook* covers the narrative portion of the business plan. The financial portion of the business plan is covered in *Financial Projection Workbook*.

The Georgia Small Business Development Center Network offers no-cost, confidential consulting services to small business owners. Our consultants provide assistance in many areas of business, including marketing, management, strategic planning, and financial analysis. Please contact us if you need assistance preparing financial projections or finding financing for your business. For the SBDC near you, visit

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