Business Plan Workbook For Startups

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Compliments of the University of Georgia Small Business Development Center



Tip:

The Executive Summary should be written LAST and summarizes the main points of the entire document.

It also explains the purpose of the plan.

Keep it brief.

Executive Summary

Opportunity

What are you going to sell?
How much money are you requesting (if applicable)?
How much money are you contributing from personal funds (if applicable)?

Management Team

Who are the key managers, and what are their roles in the company?

Key Managers	Roles (Titles, Summary of Major Responsibilities)

Target Market

Summarize:

What customers will you concentrate on?

What are the defining characteristics of each?

What is the size of this market in your area?

How will your company meet the needs of these customers?

Customer 1:	Customer 2:	Customer 3:

TIP:

Each of the sections of the Executive Summary should be no more than one paragraph.

Marketing Plan	
Summarize how you will reach customers.	
Summarize how you will retain customers	
Composition	
Competition	that call what you will call in the came market)
Summanze your direct competitors (companies	that sell what you will sell in the same market).
Indirect competitors (who call comething custor	mers could substitute for the product/service you sell).
indirect competitors (who sen something custor	mers could substitute for the producty service you sell).
Competitive Advantage	
Why will customers buy from you? How are you	different from your competitors?

Tip:

Most small businesses are sole proprietors, partnerships, LLCs, or S-Corps

Example:

Phase 1: Operate out of home, employing family and two employees. Sell to local market.

Phase 2: Add two more employees and look for leased space when sales reach around \$100,000; add second product.

Phase 3: Add service capacity when sales reach around \$250,000, and hire additional employees.

Company Description

Description

When was your business formed?
What is the legal structure of your business?
Where will your business be located?

Ownership (include all shareholders)

Name	Title	% Owned

Timeline

What are your plans for this business, in phases or stages?

TIP:
Include
locations.
employees, milestones,
goals, and timeline for
adding new products and
services.

Tip:

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

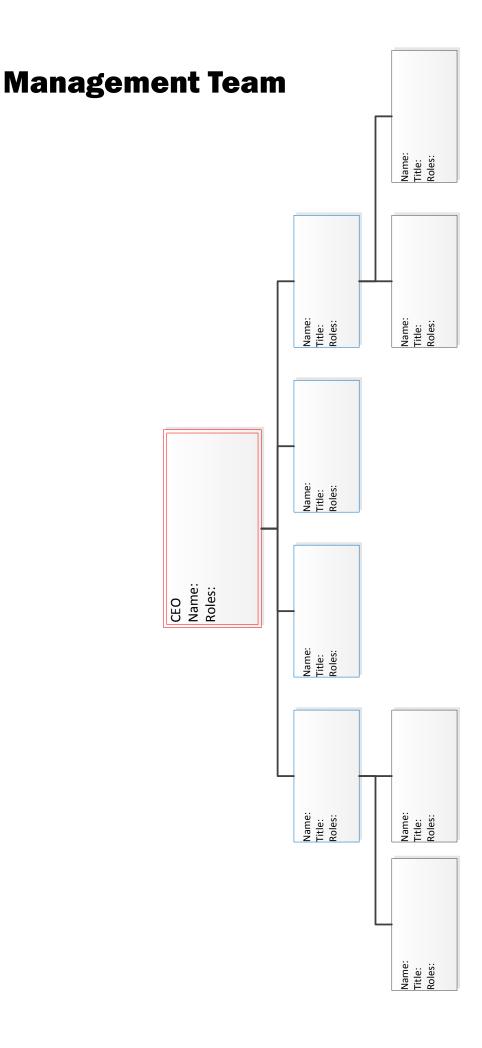
Also,

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.



Qualifications

For each member of your management team, describe what qualifies him/her to fill these roles? nclude a short (one paragraph for each) bio of relevant skills and experience in your written plan.	

Directions:

This is where you describe exactly how things will work as you make and/or sell your products and deliver your services.

Manufacturing:

If you're making products, describe the steps and materials needed for the process.

Reseller:

If you're selling products made somewhere else, describe the steps to obtain, receive, and sell the products.

Service Provider:

If you're performing a service, describe the service and any materials and labor needed.

Attention to detail is important here.

Operations

Description of Process for each Major Category of Product/Service:

Product/Service:	
Product/Service:	

Product/Service:	
	TIP:
	You can add
	sheets to this workbook if
	you have mor products/
	services.
Describe administrative systems: Systems like bookkeeping and shipping. How will you	ı handle?
Suppliers: Where will you get your materials, and what policies and terms will be in place for payme	ent?
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Target Market Summary

Profile:

How would you label each target market?

Demographics:

Facts like age, income level, type of company.

Geographics:

Location-related information.

Psychographics:

Lifestyle or cultural information.

Wants:

What exactly do these customers want from your industry (and you)?

Needs:

What exactly does the customer really need?

Fears:

Apprehensions the customer might have about buying from you.

Solutions:

How can you help these customers solve the problems above?

Customer 1:	Customer 2:	Customer 3:

Products and Services

Directions:

Page 11

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

Product/Service 1:	
Product/Service 2:	
Product/Service 3:	
i roduct/ Service S.	
Duaduck/Comics A.	
Product/Service 4:	
•	

Tip:

Optimum pricing takes into consideration:

- Competitors' prices
- Your costs
- How much customers will value your product, compared to other choices.

Marketing Plan

Pricing Strategy

How will you determine what prices to charge?
Will your price be higher than, the same as, or lower than your competitors' prices? Explain why?:

Use this chart to compare price structure of your 4 top products.	Competitor 1	Competitor 2	Competitor 3
Product/service 1			
Product/service 2			
Product/service 3			
Product/service 4			
Product/service 5			
Product/service 6			

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?

Tip:

Marketing plans usually cover the 4 P's:

- Product
- Price
- Place
- Promotion

Marketing Plan (continued)

Place/Distribution

Where are you going to sell your products/perform your services?
How will your customers receive your products/services, and what options will you offer?
Describe the locations where your products/services will be sold.
Describe the way you will use your website. What will be the primary purpose of the website?
Will everything in your location plan be done simultaneously, or is your plan in phases?

Competition

nat research have y	you done on your direct and indirect competitors?		
nat similar products/services do your competitors offer, and how will yours be different?			
	Similar Products/Services	Your Differentiation	
petitor 1			
petitor 2			
petitor 3			
motitou A			
petitor 4			
there enough cus	stomers in your target markets to go around?		

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706-542-7436 athens@georgiascbdc.org www.georgiasbdc.org 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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