



.....'s Business Plan



Date

Business Name

What my business
does

(How does it add value to other people's lives, What problem does it solve?)

What I sell

(List of your products or services)

My Target
Customers

(Age, where they live, what they do, what they like and don't like...)

My Marketing Plan

(How will people know about my business? Think about posters, neighbors, local Facebook group, school...)



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How much will it cost?

(Materials, supplies, packaging, transport, staff, marketing...)

The cost per unit

(How many units will you sell? Divide the total cost from the previous section by the number of units)

How much I will charge per unit
(pricing strategy)

(Add 20% margin, that is roughly \$1 for every \$4 or \$5 of cost)

My competitors

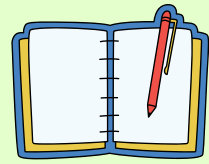
(Who else is selling the same or similar products or services? How much are they charging? Think about how you can be better than them)

My plan for the money I will make

(How much profit do you expect to make (that is what is left after you pay all your costs), Decide how much you will save, spend, and donate)



.....'s Business Tracker



Week

My Goals for
This Week

Sales

(List how much you made from selling product 1, product 2, ... and the total)

Expenses

(Costs)

(List of costs for materials, supplies, packaging, transport, staff, marketing ... and the total)

Weekly profit (or
loss)

(Subtract your total expenses from your total sales)

Key Takeaways

(What went well this week, what can you improve next week)