

# business plan

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Description: type of business, mission statement, and goals (short-term and long-term)

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Product / Service: what is the unique selling point of your product / service?

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Organization: what is your organizational legal structure?

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What personnel will your company require? What are their responsibilities? List the goals and time schedule for hiring training your staff. What management style will maintain your company's culture?

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Describe your target customer:

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Competitors: how many, what they offer, strengths and weaknesses, marketing strategies, and how can you take market share away from them

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What is your marketing strategy and how will you achieve this goal:

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What are your financial goals to ensure the success of your business? How much do you anticipate needing in order to fund the operations of your business?

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