

# BUSINESS PLAN DEVELOPMENT AID



Below are guidelines to help students manage and complete the objectives throughout the GBSC.

## ITEM

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### Logistics

- Viability of idea
  - Realistic
  - Comprehensive plan
  - Organized plan
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### Executive Summary

- 1-2 pages
  - Introduction/Business Objectives (purpose, when founded, growth opportunities)
  - Products and Services (specific – what selling but only include the “big” items)
  - Business Structure (owners and how many employees)
  - Market Summary Overview (target market, why is there a need, competitive position – who are your competitors and how will you distinguish yourself)
  - Total start-up costs and plan for funding the costs
  - Projected income and anticipation for growth
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### Business Overview

- Business type (business name, ownership form/structure, location and why you chose the location, type of company and year established)
- List of registrations, licenses, permits including costs
- Types of products/services offered (highlight the “big” items as your complete list along with prices will be included in your appendices, anything unique that sets you apart)
- Trends and barriers to success and how you respond (know what might prevent you from opening or staying open – list out ALL items you foresee and how you will try to solve them)
- Customer profile – this is your ideal customer – include demographics, locations and psycho-graphics



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- Human resource plan – how will you divide up the work (the following will be included in the appendices – organizational chart – employee training, evaluation and promotion policy, sexual harassment policy)
  - Operations plan – hours of operation, record keeping system, inventory storage and reordering process (the following will be in your appendices inventory suppliers and how you select them, customer service policies (returns, complaints), payment policies)
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### Marketing Research

- Sources – primary and secondary (primary include focus groups, surveys, field tests, etc.; secondary include information gleaned from studies – government agencies, trade associations) – what did you learn about the industry and viability of your product
  - Target market analysis – description of your primary and secondary target markets – where they currently buy from
  - Competitive analysis – industry overview, primary and secondary competitors (price comparison, customer opinion, strengths and weaknesses), what will you do to beat the competition
  - Expected market share (percentage) – your share of the market in comparison to competitors and how you came to this conclusion
  - SWOT analysis (strengths, weaknesses, opportunities, threats) – strengths – skills you have, resources available (time, money, people), unique knowledge or experience; weaknesses – skill or knowledge you need to improve, resources you are lacking, potential customers might see as a weakness; opportunities – does this business fulfill unmet need or want, any trends/changes in the community could use as an advantage, how will you do better than other companies, location give you any advantages; threats – obstacles that may stand in your way, current trends that could harm the business, how fierce is the competition, have a short window of opportunity
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## Creative

- Logo
- Advertisement
- Web
- Any applicable supporting materials

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## Financial Plan

- Start-up costs (Excel)
- Sources of required funds (Excel)
- Monthly cash flow (Excel)
- Monthly income statement (Excel)
- Ratios

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## Cover Page

- Logo
- Business Name
- Participant Names

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## Table of Contents

- List of sections
- List of subsections
- Page number

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## Mechanics

- Spelling
  - Grammar
  - 10-15 double spaced pages
  - Times New Roman
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### Appendices (optional)

- Mission statement, vision statement and how to achieve
  - Growth plan – first-month goals (3); six month goals (3); first year goals (3); long-term goals (3-5 years) (3); challenges of growth
  - Partnership agreement
  - Employee training, promotion, evaluation policy and sexual harassment policy
  - Organizational chart, inventory suppliers and how to select
  - Customer service policies, payment policies and menus/price list
  - Goods and services offered and promotional items
  - Economics of one-unit of sale and obtaining financing
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### PowerPoint and Presentation & Trade Show Booth

- Highlighted main points
  - No more than 15 minutes
  - Business attire
  - Memorized
  - Flows well
  - Composure while answering questions
  - All participate equally in the process
  - Appropriate pace
  - Appropriate use of PowerPoint (not distracting)
  - Error free
- 

### Assembly (in this order)

- Title Page
- Table of Contents
- Executive Summary
- Business Overview
- Marketing Research
- Marketing Plan
- Financial Plan
- Appendices