

Entrepreneurial Adventure
Business Proposal (Due Thursday Jan. 21)

Introduction/executive summary: introduce name of business, team members and roles, product and summary of main idea of plan.

What we do(management)

describe in detail your product/service. how does your product work, what problem does it solve, what is the exact nature of the service: how long does it take, who would you sell this product/service to?

What we have(operations, inventory)

what resources do you have or are needed for this product/service? How would you make this product or perform the service? how would the product or service be delivered? how would you keep track of your materials and inventory? how long does it take to make the product? Who would make the product?(remember to keep the entire class involved)

Marketing plan(marketing)

how do you plan to promote the business? who are your intended customers? does your marketing plan reach your intended customer? what kinds of things would you do to sell your product/service? what does your product look like? what slogan or logo would help promote the business? will there be a website or other online presence?

Financials(accounting)

how much does it cost to make your product or service? how much will you sell it for? what profit do you hope to make per item? what might your total profit be based on how many items you can make? how much money do you need to start up the business?

Start up money(any team member)

what is your idea for how to generate the start up money? is it by investment, fundraising by selling another product or service, or loan?

Summary(any team member)

Tell us why we should pick your business. In other words what makes your business the best choice for our class project?
