

# Snapshot Business Plan

Even if you don't need outside funding for your new business, a business plan is an important planning tool. If you are looking for outside funding, it is usually a must. We will be creating a simplified business plan for our company. Use the link below as a resource. I've modified and added sections from our JA information to create a hybrid version.

[How to Write a Summary Business Plan](#)

## **Page 1 - Title Page - Shared**

Include the following:

- Company's Name, Address, Phone, email, and website address
- Logo, slogan, depts./member names/grade

## **Page 2 - Table of contents - Shared**

## **Page 3 - ????**

## **Executive Summary - One to two paragraphs - Shared**

This section should be written last, but it is the first section of your plan. This is your written sales pitch. This should provide an overview of your entire business and give a summary of the business plan.

Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? How/why will your company be profitable?

Make it enthusiastic, professional, complete, and concise.

## **Company Information - One to three paragraphs - Shared**

Description: Kick off your plan with a description of your business. Give a brief history of the business and its ownership structure by focusing on:

- Who you are - Company name and members, product/service name (if applicable)
- What you do - Description of product/service that includes pricing information & strategy, features & benefits, stage of development, etc.
- Where you are - Location of business operation

Vision Statement: Write a concise one- or two-sentence vision statement, which gives your

answer to the question: 'What do we want this company to become over the semester?'

Mission Statement: Lay the groundwork for your 'brand promise' in a one or two sentence description of what your company will be to its customers.

Values: Provide a list of three to five core principles upon which you will build the business and stick to no matter what.

Goals: Make a list of one to three SMART goals that translate your company's vision into specific, measurable, attainable, relevant and time-specific objectives.

**Business Metric Goal:** Include your goal for Simplified Return on Invested Capital. You will report on how well you did accomplishing this goal in your annual report project. This must be included **for credit**.

Simplified Return on Invested Capital = Net Profit/Amount of Invested Capital

Company A	Company B
800 Revenue	500 Revenue
200 Expenses	100 Expenses
600 Net profit	400 Net profit
400 Start up capital	50 Start up capital
$600/400 = 150\%$ Return on capital	$400/50 = 800\%$ Return of capital
Company B is the winner.	

## Marketing - One to three paragraphs - Marketing Team

Market research: Take the next two to three paragraphs to briefly answer the following questions:

- What do you know about your industry?
- What do you know about your competition?
- Who is your target customer and what do you know about them (i.e. demographics, buying patterns)?

Market differentiation: Detail what makes your product or service unique in the market by answering questions like:

- What makes you different from your competition that actually matters to your target customer? What is your competitive advantage?
- What is your unique value proposition?
- What is your big bold brand promise?

Marketing message: Based on the answers you outline above, explain the message you plan to communicate to your target market.

Marketing mix: Detail the methods you will use to deliver that marketing message. Make sure to include info on the 4 P's of Marketing (Product features & benefits, Price, Place, Promotion).

- Describe your pricing structure and how you determined those amounts.

How will you use logos, slogan/taglines, or other marketing devices to create a recognizable brand?

Provide an overview of the market research that was collected.

What will be your budget for advertising expenses?

Include a brief timeline for your marketing plan.

## Sales - One to three paragraphs - Sales Team

Sales: Summarize your sales plan by answering these questions:

- How will you convince your target customer to exchange money for your product or service? What sales techniques will motivate them to buy the product or service?
- What is your overall sales strategy and process?
- What are the specific steps in your process?
  - How do you find potential customers?
  - How will you make the sale?
- What is your sales goal as a team and individually?
- Where are your customers located?
- Can you break customers down into further groupings?
- How will you provide customer service before, during, and after the sale?
- How will other team members be trained?
- Explain how you will track team and individual sales.
- What is your fifteen second sales pitch for your product or service?

## Operations & Supply Chain - One to three paragraphs -

## Supply Chain Team

Operations plan: Now, take one to two paragraphs to answer the following questions:

- How will you produce the product and/or deliver the service?
- What facility, equipment, and other resource needs are involved or required?
- What security and safety provisions need to be in place, and how will these affect the upfront cost of the product or service?
- How will you assure and measure quality and customer satisfaction?
- How will products be distributed or delivered to the final customer?
- What is the production cost?
- Explain how you will track inventory, from the original source, through the internal production process, distribution, and final receipt of the payment by the Finance team.

## Management - One to three paragraphs - Management & Leadership Team

Personnel Plan: Describe your 'people' plan by answering questions like:

- What personnel are needed now to accomplish current goals?
- What is the leadership structure and style? How will you lead other teams (eg. finance, sales, etc.)? Reference the management task list.
- What will be the capitalization method? How will you finance the company? How will investments be recorded and tracked?
- How will you motivate company members?
- A **guiding principles document** agreed to and signed by all company members must be included in this report **for credit** and should address the following items (see example in reference documents):
  - Membership - Can company members be fired? For what? What is the process? Can they be reinstated?
  - Ownership/Decision Making - How are decisions made? What is the process? Who is involved?
  - Compensation - How and when are company members compensated? Who is included? What is the requirement or criteria for earnings? Be specific.

- Finances - How will financial records be tracked?
- Separation - What is the company's separation plan? Can company members continue on their own? How is that decided?
- **Be specific** in all the guiding principles.
- How will you ensure your product is safe, legal, and appropriate for your customers and the community.

## Financial Plan - One to three paragraphs - Finance Team

Financial Plan: As noted earlier, keep the details about your financials brief, using the same style you have been using throughout the plan. To keep focused, consider telling your story by providing the following information:

- Start-up costs
- Revenue & expense (profit/loss) projections with detailed assumptions
- Break-even analysis
- Sources and uses of funds if you are raising capital
- What bank will be used?
- Who is responsible for signing financial documents?
- Allocation of earnings.
- Describe how you will track, manage, and share company financial information?
- Describe how employees will be compensated (if applicable)? See the Finance Task List for considerations. How will this information be tracked (if applicable)?

### Grading

The business plan will be scored according to the following system based on the detail and completeness of the content, requirements, appearance, effort, creativity, spelling and grammar, and overall quality. The [Creative/Original Computer Rubric](#) can be used as a reference for the assessment items listed above. You will turn in a digital version and printed version (the printed version will be handed out at the investor pitch).

Criteria (or Standard)	Points	Feedback/Reflection
Team Sections (eg. sales, management, etc.)	_____ / 25	

Shared Sections & Requirements	_____ / 15	
Signed Guiding Principles Document	Y/N	
Business Metric Goal	Y/N	
TOTAL	_____ / 40	