

Business Plan

1. What is your product?

Describe and include a picture.

2. Who is your target market?

3. Why is there a need for your product?

4. Where will you sell your product?

5. How will you advertise your product?

6. What is the estimated cost of producing one unit?

Include a breakdown of the money allocated towards all materials, packaging, shipping, and advertising for month one. Divide this amount by the number of units you plan to manufacture in month one for the cost per unit.

7. What will you charge?

8. How much do you estimate you will sell in month 1?

9. What is your projected revenue for month one? (what you charge for one x how many you will sell)

eg. $\$5.00 \times 25 \text{ units} = \125.00 total revenue

10. What is your projected profit for month one?

Revenue - Total Expenses to make all units, also subtract the expenses to store (if you sell it in a store) = (Revenue x .05).