THIS IS YOUR SAMPL COVER PAGE. YOU CAN CUSTOMIZE IT TO MATCH IT WITH YOUR BUSINESS IDEA AND DESIGN

ONLY PROVIDE YOUR TEAM CODE AND SUBMITTED DATE BELOW

BUSINESS IDEA NAME

[Document subtitle]

TEAM CODE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Table of Contents**

[1.0 Executive Summary (1 page) 2](#_Toc5204190)

[2.0 business idea 3](#_Toc5204191)

[**Products and Services** 3](#_Toc5204192)

[**Pricing Structure** 3](#_Toc5204193)

[**Place or Location** 3](#_Toc5204194)

[**Promotion** 3](#_Toc5204195)

[3.0 Management Team 3](#_Toc5204196)

[4.0 Market Analysis and Strategy 4](#_Toc5204197)

[5.0 FINANCIALS 4](#_Toc5204198)

[**Costs and Revenue** 4](#_Toc5204199)

[6.0 Appendices 4](#_Toc5204200)

**INSTRUCTION: This template is designed to provide the basic framework of the business plan. please feel free to elaborate within this teamplte.**

# **1.0 Executive Summary (1 page)**

It is ONE PAGE SUMMARY of your business idea. Therefore, it is highly recommended to write this page once you are done with the other parts. The executive summary will give us and most importantly the investor the basics of the big idea. It answers the most important questions of the whole business plan and your idea. Below are some important points that need to be answered in the executive summary:

The executive summary should include:

* Briefly describe the business idea and how you come up with the idea (story)
* What problem does it solve?
* Why is it important?
* What product/service you will sell: where, when and how?
* How much money will you need from the investors? How much money will you make?

Feel free to include, but not required (optional):

* **Mission Statement**: Business Purpose
* **Vision**: Statement about company growth
* **Company Goals/Objectives**: Goals are destinations—where you want your business to be. For example, a goal might be to have a healthy, successful company that is a leader in customer service and that has a loyal customer following.
* **Keys to Success:** Keys that will help you meet your goals/objectives (list 2 or 3)

# **2.0 business idea**

What business will you be in? What will you do? Who will own the business?

## **Products and Services**

Specifically describe all your products or services

* Describe the most important features. What is special about it?
* Describe the benefits. That is, what will the product do for the customer?
* What are the reasons customer will buy your product/service? (Save time, convenience, the quality, etc.)
* Explain how your products and services are competitive

## **Pricing Structure**

What is the pricing structure for your products/services?

Compare your prices with those of the competition. Are they higher, lower, the same? Why?

## **Place or Location**

What qualities do you need in a location? Describe the type of location you’ll have. Where will you distribute your products or services?

## **Promotion**

How will you advertise your products or services? How will you get the word out to customers?

# **3.0 Management Team**

Who will manage the business on a day-to-day basis? What experience does that person bring to the business? What special or distinctive competencies?

# **4.0 Market Analysis and Strategy**

Your Market Analysis should include statistics or key facts about your industry. Are there any industry trends? Growth potential? Who is your target market? Who is your biggest competitor?

# **5.0 FINANCIALS**

## **Costs and Revenue**

Give a rough estimate of your financials. How will you make money? What is your expected revenue? What are your expenses? What is your expected profit?

# **6.0 Appendices**

Feel free to include any details and studies used in your business plan.