

BUSINESS PLANNER

Created By :

Date :

BUSINESS OVERVIEW

Business Name :

Business Goals :

Business Idea :

Mission Statement :

PRODUCTS / SERVICES

Product / Service Name :	Price	Cost	Profit
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

TARGET MARKET

Age Range :

Gender :

Education :

Income :

Marital Status :

Family Situation :

Spending Habits :

Location :

Interests/Hobbies :

Motivations :

Problems/Fears :

COMPETITOR ANALYSIS

Top 3 Competitors :

1.

2.

3.

What Are They Offering :

Strenghts :

Weakness :

Opportunities :

Threats :

Unique Selling Points :

MARKETING STRATEGY

Channel	Description	Cost	Marketing Goal

OPERATION PLAN

Operational Hours : _____ Operational Days : _____ Launch Date : _____

Equipment/Item Required :

- | | | |
|-----------|-----------|-----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |
| 10. _____ | 11. _____ | 12. _____ |

Vendor/Partner Name :

- _____
- _____
- _____
- _____

What They Supply :

- _____
- _____
- _____
- _____

Contact :

- _____
- _____
- _____
- _____

Employee Needed :

- | | | |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

[illegible][illegible]

BUDGET / COSTS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

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Category	Costs
1. Direct Costs	
2. Indirect Costs	
3. Overhead Costs	
4. Total Costs	

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