**YOUR BUSINESS NAME (please edit to include your business name)**

**Business Plan**

**Date:**

*Please use the titles below in your business plan. The description below each heading should be deleted after you have completed that portion of your business plan. Be creative and add more information or pictures to enhance the plan.*

1. **MARKETING**

#### PRODUCT

# In this section you will describe the product/service you are selling.

#### TARGET MARKET

Who are your potential customers? What is the estimated market size (how many customers)? What you know about your target customers? How often will your customers purchase your service/product? When will they buy it? Why will they buy it?

**C. PRICE**

# What is the price of your product or service and what reasoning have you used to determine what you will charge? Do you have any key suppliers? What types of payment will you accept (credit, debit, cash, cheque)

**D. PROMOTIONS**

# How will you advertise and promote your business?

1. **OPERATIONS**

In this section, you will describe how you will run your business - where you will operate, what equipment you will require in order to produce your product or service and who is responsible for what duties. The operations section should explain how the business runs from day-to-day. Please also include (if applicable) the details of your rental agreements for equipment, space and/or your contracts with other people who may work in your business.

1. **FINANCING**

How much money do you need? In this section, list all the supplies and materials you will need to purchase in order to run your business. Include the prices of each item listed to get an accurate cost before you purchase your supplies. Show calculations of what the cost is of the products/service you hope to sell and the cost of selling those goods/services. This section should be well detailed so that the reader of the plan understands exactly where your numbers are coming from. Include paying back the loan in the statement. Complete a projected cash flow statement and attach.