

Creating a Business Plan

Name of business : _____

Summary

What are the goals and achievements of the company?

What does the company represent? Describe the company.

Market analysis and strategies

Who is your target customer?

Where are they located?

What do they need or want?

What will influence their buying decision?

What is your marketing plan?

How will you advertise your business?

How will you influence consumers to buy your product?

