

# Creating a Business Plan

Name of business : \_\_\_\_\_

## Summary

What are the goals and achievements of the company?

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What does the company represent? Describe the company.

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## Market analysis and strategies

Who is your target customer?

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Where are they located?

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What do they need or want?

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What will influence their buying decision?

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What is your marketing plan?

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How will you advertise your business?

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How will you influence consumers to buy your product?

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