

Business Plan Worksheet

1. Describe the business in detail.

Company Name: _____

Address: _____

Owner: _____

Legal Structure: _____

(Attach copies of legal documents to your business plan.)

2. State the major goals and objectives of the business:

3. Discuss the special skills and experiences you bring to the company. Describe your qualifications.
(Attach a résumé to your business plan.)

4. Describe the products or services offered.

5. What advantages do your products or services have over those already on the market?

6. Describe your market (those people most likely to buy your product or service).

7. List current customers, if any.

8. Indicate when, where, and how you plan to advertise and publicize your business.

9. List all equipment and supplies you will require to get started.

10. Attach a copy of your first-year budget. (See the next section for tips.)

First-Year Operating Budget

(Note: You will need to extend this budget out to twelve months using a spreadsheet or financial software.)

January

Budget Actual

1. Cash on hand

(Start of month) _____

2. Cash received _____

3. Total Cash Available

(Total 1 and 2) _____

4. Disbursements

a. Office Supplies _____

b. Postage _____

c. Telephone _____

d. Car, travel _____

e. Entertainment _____

f. Advertising/promotion _____

g. Accounting, legal fees _____

h. Insurance _____

i. Utilities _____

j. Taxes and depreciation _____

k. Interest _____

l. Loan Payment _____

m. Payroll _____

n. Other (specify): _____

Total Cash Paid Out _____

5. Cash Position

(Total line 3 minus total line 4) _____