

Name _____

Small Business Plan

Brainstorm

- What is the name of your business?

- Does your business sell goods, services, or both?

goods

services

both

- List the goods/services your business sells.

Your **target customers** are the group of people that you are trying to sell your goods or services to. This should be a group who will find your products valuable and be able to use them.

- Describe your target customers. You may want to include their age, their jobs, their families, or where they live.

- Why do you think your target customers will find your products valuable?

- For each product (good or service), list the capital resources you will need. List the cost of each capital resource.

Remember, **capital resources** are goods that you will need in order to produce other goods or to provide services. You will have to purchase each of these resources.

Product (Good or Service)	Capital Resources Needed	Cost (Each Resource)

Name _____

Small Business Plan

Marketing

It is important for your customers to recognize your business’s logo and slogan. Design a logo and slogan, or saying, that is simple, catchy, and easy to remember. They should make people want to buy your products!

Businesses advertise on television, on the radio, on the Internet, in magazines, and on flyers or posters. How will your business advertise? Why did you choose that method of advertising? Remember, you have to pay for each advertisement, so you should only choose one.

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Small Business Plan

Budget

Your business needs some money to start, so you take out a **\$25 loan** from adults who trust you. Remember, you must pay all of this money back to them! You will use your \$25 loan to purchase the **capital resources** you need to start your business.

Income – money you earn

Expense – money you spend

Profit – money you have left after paying expenses

Loss – money you lose when you have to spend more than you earn

Use the budget sheet to list your weekly expenses, income, and profit or loss.

Each week, circle **profit** if you earned money or **loss** if you lost money.

Calculate how much money you earned or lost and record it in the final column.

Budget				
Initial Loan - \$25				
Week 1	Expenses	\$	Profit/Loss	\$
	Income	\$		
Week 2	Expenses	\$	Profit/Loss	\$
	Income	\$		
Week 3	Expenses	\$	Profit/Loss	\$
	Income	\$		
Week 4	Expenses	\$	Profit/Loss	\$
	Income	\$		
			Total Profit/Loss	\$

Total Profit \$ _____ — \$25 loan = Final Profit \$ _____

Small Business Plan

Community Involvement

When businesses start to earn a **profit**, many give back to their communities. This is a type of **community involvement**. Some examples are donating money to local charities or providing community members with jobs. Community involvement is especially popular among small business owners, because they understand that members of their communities supported their businesses.

**How will your business give back to your community?
Why did you choose this way to give back?**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.