Business Plan- College T-shirt Tanks

* Target rustys so I can hit all three locations
* Licensing contract for a year?
* Put together growth plan.
  + Go to prospective colleges
  + Set up relationships
  + Go to business school to get employees
  + On to next college
* Target just bars? College dorms?
* Social media presence
  + Instagram shirt previews on day of
* Get people in bar earlier because they want to get their shirt size
* Higher cover
* Sharing example 80 20 based off of cost
  + Cost plus incentive fee= cost + $500 with 70 30 over under on estimated cost
* value proposition
* marketing assumptions
* operations plan
* financial plan
* staffing plan

There are three primary parts to a business plan:

* **The first is the *business concept***, where you discuss the industry, your business structure, your particular product or service, and how you plan to make your business a success.
* **The second is the *marketplace section***, in which you describe and analyze potential customers: who and where they are, what makes them buy and so on. Here, you also describe the competition and how you'll position yourself to beat it.
* **Finally, the *financial section*** contains your income and cash flow statement, balance sheet and other financial ratios, such as break-even analyses. This part may require help from your accountant and a good spreadsheet software program.

Breaking these three major sections down even further, a business plan consists of seven key components:

1. Executive summary
2. Business description
3. Market strategies
4. Competitive analysis
5. Design and development plan
6. Operations and management plan
7. Financial factors

In addition to these sections, a business plan should also have a cover, title page and table of contents.

***Financial:***

1. What initial investment will the business require?
2. How much control are you willing to relinquish to investors?
3. When will the business turn a profit?
4. When can investors, including you, expect a return on their money?
5. What are the projected profits of the business over time?
6. Will you be able to devote yourself full time to the business, financially?
7. What kind of salary or profit distribution can you expect to take home?
8. What are the chances the business will fail?
9. What will happen if it does?

***Lifestyle:***

1. Where are you going to live?
2. What kind of work are you going to be doing?
3. How many hours will you be working?
4. Will you be able to take vacations?
5. What happens if you get sick?
6. Will you earn enough to maintain your lifestyle?
7. Does your family understand and agree with the sacrifices you envision?