



BUSINESS PLAN TEMPLATE

Name of Business: Empanadas deliciosas

Name of Owners/

Entrepreneurs:

Product/Service:

Description: For Goods/Products include: color, physical description, size, and product details; For Services: include what service, when done, by whom, and for whom?

Incredibly big empanadas de morocho, crunchy, stuffed with cheese and chicken

Mission Statement (purpose or goal of Business):

Business Motto/Slogan:

Mata-hambre

Draw Business Logo:

Business Location:



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Distrito Metropolitano de Quito



Hours of Operation (opening date, hours, and days my business will operate):

BUSINESS PLAN DESCRIPTION OF THE MARKET/CUSTOMER

Your target market is customers who are most likely going to buy from you. Describe them in as much detail as possible, based on your knowledge of your product or service.

My target market is:

1) **Age range:**

Gender:

2) **Shopping Habits:**

3) **Hobbies of customers:**

4) **Why would they purchase my produce/service:**

5) **Other characteristics of my target market:** (geography, occupation, income, life stage-student, marriage, parent, etc.):

6) **Size (approximate number of people in my target market):**

7) **My competition is: In the box below list other companies who provide similar products/services;**

Company Name	Good /Service	Price Range
las empanadas de Lolita	empanadas, bolones, humitas	1.00

8) **Explain why your goods and services are different/better than your competitors, INDICATE TWO UNESCO GOALS OF SUSTAINABLE DEVELOPMENT THIS PROJECT HAS USED.**



BUSINESS PLAN

DESCRIPTION OF MARKETING PLAN

How do you appeal to your market?

Once you have your target market identified and you understand the characteristics of your potential customers, the next step is convincing your customers that they really have to use your product or service. There are several categories of marketing appeals that can help you make the sale.

- **Fun/pleasure:** gives you excitement and enjoyment; brings your family together, helps you make friends
- **Status:** everyone is getting one; important people use it regularly; improves your performance
- **Attractiveness:** makes you look nice and/or feel good: look more mature (or younger)
- **Price/high or low:** more for your money; you deserve the very best
- **Quality:** best product on the market; unlimited warranty.
- **Bandwagon:** Everyone is getting one
- **Health:** Use of product with improve health
- **Comparison:** Shows one product is better than another
- **Security:** use of product/service will make you feel safe
- **Testimonial:** Someone explains how effective he/she feels a product is

List the **benefits** of your product or service? **WIIFM: WHAT'S IN IT FOR ME? (CUSTOMER)**

- 1.
- 2.
- 3.

How do you let people know about your product/service? Here are just a few ideas.

Speak at community events. Free and easy way to get the word out about your business. Consider writing a press release about the event including information about your business.

Ask customers for referrals. If your customers are happy with the product or service ask if them if they know of other who may benefit. Make sure to give your customers **business cards** they can share.

Offer free samples. If you can get someone to try your product or service, chances are they'll buy it later.

Internet: Design a website to describe, advertise, and display the unique features of your product and service. Use social media such as Facebook, LinkedIn, google+, etc. and let your friends know you started a business.

Signs, posters, flyers, brochures, business cards, press releases, mass media (newspaper ads, radio and television spots). These are a few common ways of promoting your business

Remember KISS AIDA in your advertising. KISS: Keep it simple Smarty. AIDA: Get the reader's ATTENTION, build INTEREST from opening statement, create DESIRE in the main part of message, propel the buyer to ACTION.

What marketing strategies will you use to promote your product or service?

- 1.
- 2.



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BUSINESS PLAN SALES AND DISTRIBUTION

What is your sales plan? Sales plan should include goals, strategies, target market/accounts, and timeline to stay on track and show progress.

Describe your **sales goals**. How much do you want to sell? Be specific and measurable.

Describe your **sales activities/tactics**. How do you plan on making the sale? **What supplies equipment/resources do you need** (receipt books, clipboards, computer, etc)?

Who do you plan on selling to? How are **you going to reach them**? Where are you going to sell?

What is the timeframe for achieving your plans? Timelines can be fluid. If you are underachieving, describe corrective actions to take.

What is your customer service plan? Customer service = **customer satisfaction**

Plan for maintaining and building customer relations, dealing with problems, handling refunds, and customer follow up

What is your distribution plan? Decide how and where you want to distribute your products.

How will products be distributed/services be provided? Will the customer go to a store, a website, a marketplace to buy it? Will you bring the product/service to them **through mail, in person delivery, and/or on-line.**



BUS INESS PLAN PRODUCT PRICING

How much is your product or service worth? Many new business owners either underprice or overprice their product or service. You need to determine how much it costs you in materials to make, sell, and deliver your product/service. You will also want to check out how much other businesses are charging for their products that are similar or the same as yours. Your final price needs to cover what it costs you, plus a markup that gives you a reasonable profit, and stills provides you customers the feeling they are getting a good deal.

The first goal you have to reach as a start-up business owner is the **break-even point**, where your income from sales or service pays for the expenses of producing the product or providing the service. Before you can determine your break-even point, you have to determine the cost of goods per unit. Use the charts below to determine the 1) selling price for a product 2) Selling price for a service.

Ingredients (for one unit)	My Costs
FIXED EXPENSE: Cost remains the same, whether you sell one or 1000 items	
Equipment (purchase or rental)	
Fees	
Other:	
VARIABLE COSTS: Cost fluctuates depending on how much product is being produced	
Raw materials	
Advertising/Marketing	
Shipping	
Packaging	
Labor	
Other:	
Other:	
Total Production Cost: Add Fixed and Variable Costs	\$ 50
	My Selling Price
1) Selling price=total production cost of goods x 2	100
2)Total Production Cost divided by quantity of units produced= cost per unit multiplied by desired percent profit (10%=.10) equals sale price per unit	\$.30



Selling Price for a Service	
Your hourly rate X Time it takes to do the job + Cost for equipment, supplies and travel=Selling Price	



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