**STUDENT BUSINESS PLAN PROJECT TEMPLATE**

**PART 1: INTRODUCING THE CONTEMPORARY BUSINESS WORLD**

**Executive Summary**

**Business Name**

* YourShoes

**Description of Business**

* My business is a freelance area for designers to design their favorites shoes and get their designs sells online. Customers can choose their favorite design or ask for their own custom design. The part about making shoes will be handled by us.
* Customers have 2 options: vote for styles they want the most which the result will release each months and get the shoes produce at high quantity for good price or get their own custom shoes (high price)

**Form of Business Ownership**

* In the beginning, we surely want to do corporation as we are looking for investors as well as people who is well understand in this field to help us. In specifically, I will hold at least 51% to keep my ownership of the company, the rest can be shared amongst the investors for each round call.

**Ideal Customer**

* This could be any kind of customer because who doesn't wear shoes.

**Our Advantages**

* Our company is unique from others is because we allow customers to choose or customize their favorite one. You don't want to go from store to store just to find shoes that match you. We can do it for you even you are at home

**Ethical Issues**

* Privacy is the number one concern for everybody, therefore securing our customers database at top priority. We will not sell our customer’s database at all cost. Responsibility will be taken from us if any of your personal data is leaked that happened to be in our side.
* Any act of Steal or Fraud (swap products) is considered as illegal and must not exist in our working environment. We will take serious involvement if discovered anybody in the team commit it.
* Our products are premium and make from high quality materials, therefore if customers found out the product was make with low quality materials, we will take the product back (shipping included from us) and make a compensation up to twice value of the products.

**Social Responsibility**

* We will try to participate in local events such as running, sports events (by sponsoring the event shoes we made), from that, we can also advertise our products and services at the event to engage more people coming to our services.
* In the other hand, if you have left over shoes that are out of style or customers no longer want it, instead of giving a discount, we can use it to donate to orphanage. This way, we can help the local orphanage and also to clear our inventory.

**Global Issues**

Do you think that you’ll sell your product in another country? If so, what countries would you choose, and why? What challenges will you face?

*Hint: To help you consider issues of global business, refer to Chapter 5. Consider how you will expand internationally (i.e. independent agent, licensing, etc.). Do you expect global competition for your product? What advantages will foreign competitors have?*

* We are confident that our idea can go anywhere in the world, because, everyone wear shoes. But first, we would like to build our reputation as well as strength in Canada and United States before we can move to another country. Once everything is setted up, it is easier to set up into a new country. Challenge we might face is shipping cost and currency exchange. My first target to expand is Europe because their currency is higher than us, easier for us to sell the product and Europe is not far away from North America so the shipping could be lower

**PART 2(a): THE BUSINESS OF MANAGING**

**Mission Statement**

Provide a brief mission statement for your business

*Hint: Refer to the discussion of mission statements in Chapter 6. Be sure to include the name of your business, how you will stand out from your competition, and why a customer will buy from you.*

**Business Goals**

Consider the goals for your business. What are three of your business goals for the first year? What are two intermediate to long-term goals?

*Hint: Refer to the discussion of goal setting in Chapter 6. Be as specific and realistic as possible with the goals you set. For example, if you plan on selling a service, how many customers do you want by the end of the first year and how much do you want each customer to spend? If you plan on selling a good, how many do you hope to sell?*

**SWOT Analysis**

Perform a basic SWOT analysis for your business, listing its main strengths, weaknesses, opportunities, and threats.

*Hint: We explained above what factors you should consider in your basic SWOT analysis. Look around at your world, talk to classmates, or talk to your instructor for other ideas in performing your SWOT analysis.*

**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

**Management**

Who will manage the business?

*Hint: Refer to the discussion of managers in Chapter 6. Think about how many levels of management as well as what kinds of managers your business needs.*

**Organization Chart**

Show how the “team” fits together by creating a simple organizational chart for your business. Make sure that you organizational chart indicates who will work for each manager as well as each person’s job title.

*Hint: Most businesses start off quite small. However, as you create your organizational chart, consider what your business will look like in the future. What different tasks are involved in the business? Who will each person report to in the organizational structure? Refer to the discussion of organizational structure in Chapter 7 for information to get you started.*

**PART 2(b): THE BUSINESS OF MANAGING**

**Corporate Culture**

What do you see as the “corporate culture” of your business? What types of employee behaviours, such as organizational citizenship, will you expect?

*Hint: Will your business demand a casual environment or a more professional environment? Refer to the discussion on corporate culture in Chapter 6, and the discussion on organizational citizenship and other employee behaviours in Chapter 10.*

**Leadership Philosophy**

What is your philosophy on leadership? How will you manage your employees day-to-day?

*Hint: Refer to the discussion on leadership in Chapter 10 to help you formulate your thoughts.*

**Job Descriptions**

Looking back at your organizational chart in Part 2(a), briefly create a job description for each team member.

*Hint: As you learned in Chapter 8, a job description lists the duties and responsibilities of a job; its working conditions; and the tools, materials, equipment and information used to perform it. Imagine your business on a typical day. Who is working and what are each person’s responsibilities? (Note that if your business is very large, you should ask your instructor how many positions he or she would like you to create job descriptions for.)*

**Job Specifications**

Next, create a job specification for each job, listing the skills and other credentials and qualifications needed to perform the job effectively.

*Hint: As you write your job specifications, consider what you would write if you were making an ad for the position. What would the new employee need to bring to the job in order to qualify for the position?*

**Insert Job Title #1:**

**Insert Needed Skills/Credentials/Qualification for Job:**

**Insert Job Title #2:   
 Insert Needed Skills/Credentials/Qualification for Job:**

**Insert Job Title #3:**

**Insert Needed Skills/Credentials/Qualification for Job:**

**Training Employees**

What sort of training, if any, will your employees need once they are hired? How will you provide this training?

*Hint: Refer to the discussion of training in Chapter 8. Will you offer your employees on-the-job training? Off-the-job training? Vestibule training?*

**Compensation**

A major factor in retaining skill workers is a company’s compensation system—the total package of rewards that it offers employees in return for their labour. Part of this compensation system includes wages/salaries. What wages or salaries will you offer for each job? Why did you decide on that pay rate?

*Hint: Refer to Chapter 8 for more information on forms of compensation. You may also want to check out sites like www.salary.ca which includes a salary calculator you can use to determine how much people with different job titles are making in your area and across Canada.*

**Incentives**

As you learned in Chapter 8, incentive programs are special programs designed to motivate high performance. What incentives will you use to motivate your workforce?

*Hint: Be creative and look beyond a simple answer such as giving pay increases. Ask yourself, who are my employees and what is important to them? Refer to Chapter 8 for more information on the types of incentives you may want to consider.*