

 **BUSINESS PLAN**

ENTER YOUR BUSINESS NAME

Enter your name

Enter today's date



BUSINESS PLAN - PRODUCT

SECTION 1: THE BUSINESS PROFILE

A. Description of My Business

(Session 1): Describe your product or service.

Example: I plan to market a complete line of bathroom accessories including squeegees, soap dishes, toothbrush holders, coat hooks, and towel bars. The product line will be designed in my home office and manufactured and packaged in China.

B. Targeted Market and Customers

(Session 1): Describe your customer profile and why customers want or need your product or service.

Example: My customers will be discount department store chains with good credit ratings and reputations for prompt-payment. These will include Albertson's, Costco, Wal-Mart, K-Mart, Target, and selected others.

C. Pricing Power

(Session 1): Explain the unique qualities or circumstances concerning your product or service that will enable you to maintain profitable pricing. Is it filling a niche (by locale or product), will it be a lower cost / higher volume entry into the market, or will it be a high-end, premium product?

Example: I will not initially enjoy pricing power in marketing Widget accessories. Discount chains will be primarily interested in price. In order to achieve lower costs than my larger competitors I plan to do the following: _____.

My ultimate goal is to build a line so unique and promote it so effectively that consumers will be willing to pay a premium. My long-term objective is to build a market that is not entirely based on price. My unique features will include:

_____.