

 **BUSINESS PLAN**

ENTER YOUR BUSINESS NAME

Enter your name

Enter today's date



SECTION 1: THE BUSINESS PROFILE

A. Description of My Business

(Session 1): Describe your product or service.

Example: I plan to provide a complete service for the design, installation and maintenance of E-commerce marketing functions for my retail clients. I intend to evaluate the success of each installation and follow up to make changes to improve the effectiveness of the each site..

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 small businesses that can enhance their present sales by the utilization of E-commerce. Typical clients will require sites for the dual purpose of providing 24-hour information to customers as well as providing a purchasing venue. Potential clients are businesses in which E-commerce can provide additional incremental sales. The businesses will range widely: from restaurants to neighborhood drug stores.

C. Pricing Power

(Session 1): Explain the unique qualities or circumstances concerning your product or service that will enable you to maintain profitable pricing.

Initially, my pricing power will be limited by what other consults charge for their time. However, I expect my business to be built by favorable word-of-mouth and my services to command a somewhat higher schedule of rates than average. I therefore expect that my reputation will gain me a degree of pricing power. Another factor is if my type of services are rendered ineffectively, it can be very costly and of no value to a client. On the other hand, if done well (by myself) the services can be affordable and immensely valuable. By gaining this reputation, I expect to be well paid for my work.