

# BUSINESS PLAN EXPECTATIONS

## EXECUTIVE SUMMARY

Use complete sentences in narrative or paragraph form. Provide enough information while also being concise in your writing.

### PROMPT

A brief summary of your business plan. Include your business's location, products or services offered, and target market. Also include financial projections: how much money you have available, how much you'll spend, and how much you'll sell your product for. You'll get into more detail about some of these ideas in later sections.

### When Puppies Unite

#### Executive Summary

My business name is When Puppies Unite. It is located in Norman, OK near the outskirts: 111 Tailwag Ln. 73092. We are offering support for abused pets. We respond to calls and offer temporary homes while finding new owners for the rescued pets. While our services benefit animals being neglected or abused, we are here to support other rescue services such as PETA, the Oklahoma Humane Society, and animal cruelty hotlines. We are a donation-based organization.

## BUSINESS DESCRIPTION

Use paragraph form while also using bulleted lists to help important content like your business' services stand out. Avoid having too many lists in one section or you will lose your audience.

### PROMPT

Describe your business idea in detail: products or services, target audience, and a brief description of your business operations.

#### Business Description

We support animals in need and act as supplemental aid for larger organizations already working with animal rescue missions. We offer the following services:

- Temporary foster care for pets
- Support groups for those fostering abused animals
- Medical attention for abused and/or neglected animals

We expect government agencies and other like service providers to purchase our services. We will attract donors who want to support these animals. We will also attract grant providers who support animal rescue missions. Like other donation-based businesses, we have administration staff and then volunteer educators, medical staff, and foster families.

## OPERATIONS PLAN

Keep using headings to separate sections. Include chart and tables. For example, a flow chart may be useful for showing the stages of how you are building your business. Explore other math models.

### PROMPT

Describe the daily operations of your business: location, facilities, equipment, required staff, and legal requirements. Outline the processes for creating and delivering your products or services and how you plan to manage inventory.

### MATH MODELS

- 2) Data analytics and inventory optimization
- 3) Productivity and efficiency optimization

#### Operations Plan

We have a brick-and-mortar location but also have an online presence. Our facility houses a training center for hopeful foster families where they will be taught by our volunteer professionals for one week on proper care of potential animals that need rescuing. The equipment needed is as follows:

- Brick and mortar facility to house our training and administrative staff
- Kennels to house pets we rescue
- Food, toys, beds, and medical supplies for the pets

Our paid staff will manage phones, computers, and media marketing. They will also organize events and call upon volunteers. We will also have a host of volunteers to help take care of the animals and help with rescue missions. Our staff will also include volunteer trainers to help foster parents be prepared for the types of animals they could be given to care for. We will also have medical staff on call and in the office for three days every month.

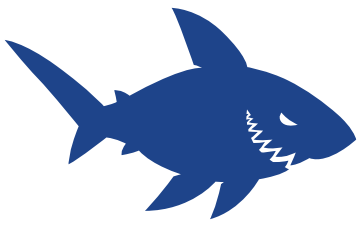
Below is a flow chart depicting our projected timeline for kick-starting our business:



Phase 1 – We were solely web-based while looking for our brick-and-mortar location. Once we found it, we focused on building our social media image and making connections with other animal rescue organizations.

Phase 2 – We are now focusing on donor contributions and/or grant funding. In this phase, we plan to work with our marketing strategy team on building an image for ourselves that is different than our competitors.

Phase 3 – We will branch out and have multiple donation-based animal foster locations nationwide.



## MARKET ANALYSIS

Use the table in your graphic organizer. Always explain the content in graphs in a separate paragraph. Consider organizing the information in this section with bold or italic subheadings. Be consistent in how you format your headings throughout the project.

You should also include a description of the features and benefits of your product or service to your customer. Consider capturing this on a simple table like the one below.

Market Research	Price	Customer Groups	Demand
Competitor 1			
Competitor 2			
Competitor 3			
Competitor 4			

We plan to compete with these similar businesses by promoting our value of educating foster parents before sending a rescued animal home with them plus how our organization is donation-based. (You can include photos or brochures of your products but consider putting them in an appendix so that they do not interrupt the message in your narrative.)

### PROMPT

What are the strengths and weaknesses of competitors? How do you compete? What is your product niche?

### MATH MODELS

Use data and statistics to support your research.

## MARKETING STRATEGY

Use the table in your graphic organizer. Always explain the content in graphs in a separate paragraph. Consider organizing the information in this section with bold or italic subheadings. Be consistent in how you format your headings throughout the project.

### PROMPT

Explain how you plan to promote and advertise your business. What is your pricing strategy? Provide details about your online presence.

### MATH MODELS

- 1) Measurements for the success of your advertising
- 2) Statistical models and pricing optimization
- 3) Data analytics to drive engagement

### Marketing Strategy

In this section, you should describe how you will promote your new product or service. Begin by identifying challenges with entering the market and explain how you will overcome them. You can use a table like the one below to outline the barriers and your solutions.

#### SOCIAL MEDIA ENGAGEMENT DATA



Justify the following choices you have made:

- Location – Does it bring cost savings? Is it close to your customer base?
- Pricing Strategy – How will it entice customers to buy your products or services? How will it lead to profits for your business and investors?

## FINANCIAL PLAN

Use charts and graphs to visually outline your business expenses and break-even analysis. Be sure to provide a title for each graph, table, or chart and a label ("Table 3: Expense Trends").

Make sure you still have a separate paragraph explaining your charts and figures to explain what is happening in each, using the label you provided as a reference. For example: "As you can see in Table 3..."

### PROMPT

Provide a detailed financial plan: startup costs, revenue projections, cash flow statements, a break-even analysis, and funding sources with a repayment plan.

### MATH MODELS

- 1) Financial ratios
- 2) Optimization model
- 3) Break-even analysis

To give readers a peek into your company's projected financial future, you should include as much of the following financial information as possible:

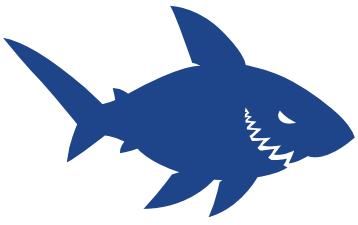
- Cash flow projection – An estimate of how much money you expect to flow in and out of your business.

Financial documentation is often long, so you should reference them here and include copies in an appendix.

#### EXPENSE TRENDS



Table 3: Expense Trends show the projected expenses for the next 5 months.



## APPENDIX

Include any additional information that supports your business plan, such as market research data, product designs, or resumes of key team members.

