

# MARKET RESEARCH

## PRICE

## CUSTOMER GROUPS

## DEMAND

## STRENGTHS/WEAKNESSES

## NICHE (HOW THEY COMPETE)

COMPETITOR 1: \_\_\_\_\_

COMPETITOR 2: \_\_\_\_\_

COMPETITOR 3: \_\_\_\_\_

MY BUSINESS: \_\_\_\_\_

# FINANCES

## STARTUP COSTS

### RENT

(PHYSICAL/DIGITAL)

EQUIPMENT  
/SUPPLIES

STAFFING  
PLAN

### WAGES

TOTAL  
STARTUP COSTS

SELLING  
PRICE

## BREAK-EVEN ANALYSIS & EQUATIONS NEEDED

# MARKETING STRATEGY

## TARGET MARKET

## OUTREACH PLAN

## ATTRACTION & RETENTION

## PRICING STRATEGY

TYPES OF STRATEGY

## MARK UP

RATIONALE?

# BUSINESS CARD

## FRONT

- NAME - PRODUCT/SERVICE  
- LOCATION - CUSTOMER BASE

## BACK

- COMPANY LOGO