

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
- LOCATION
- PRODUCT/SERVICE
- CUSTOMER BASE

BACK

- COMPANY LOGO
