

BUSINESS PLAN OUTLINE

Company Name	Product/Service Name	Selling Price	Target Audience	Marketing Strategy
Competitor 1:				
Competitor 2:				
Our Business:				

Marketing Strategy	
Target Audience: _____	
Billboard \$3,000 / month	Digital Ad (via social media) \$1,600 / month
Digital Ad with Endorsement \$10,000	Google Ad \$5,000 / month
TV Commercial \$10,000 / month	YouTube Ad \$500 / month
Print (magazines, newspapers, etc.) \$1,000 / month	Print (mail) \$100 / month

Operations Plan	
Property Costs: <i>Each option below includes the annual expenses for your property selection and the expenses for your equipment, utilities, and any licenses or permit expenses.</i>	Annual Costs per Employee: Salary: \$50,000 per employee Health Insurance: \$500 per employee
Online Only: \$5,000	
Brick-and-Mortar: \$75,000	Other Costs: Commercial Property Insurance: 1% of property costs per year Liability Insurance: \$50 per month
Mobile (transportable): \$50,000	
Other: Justify Your Expenses	

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Markup

You need to make sure your company makes money, and that happens by selling your product. How do you determine your selling price to ensure you are making money? Show your thinking.

Profit

How will you determine if you are making a profit?