Entrepreneurship 12:

Business Plan

Project

Entrepreneurship Business Plan Project

I have been promising you since the beginning of this course that you would be creating a business plan based on a business idea. I had intended to do some other assignments prior to this assignment, but in light of the current scenario we are going to jump ahead and begin work on your final business plan.

Creating a business plan can be an overwhelming task, but this assignment will allow you, as the business owners, to break down into small, easy to manage sections. This document needs to be professional and should include these components:

* Cover Page
* Table of Contents
* Executive Summary
* Business Description
* Products and Services
* Market Strategy
* Operations Overview
* Financial Plan
* Appendix

**Follow these steps to begin working on your Business Plan for your business:**

Steps:

1. Go to Google Classroom and open the document called “Official Business Plan”. This is the outline for your business plan. Make a copy of this document for yourself.
2. Make a folder in Google Drive or on your desktop called “My Business Plan”. This is where you will be saving all your files for your business plan.
3. Follow your business plan checklist schedule in order.

Business Plan Checklist

* Business Plan Cover Page
* Title Page
* Table of Contents
* Executive Summary
* Business Description
* Description of Products and Services
* Market Analysis and Marketing Plan
* Operating Plan
* Financial Plan

Appendix Checklist

* Owner’s Resume
* Business Cards
* Advertisement Creation
* Logo and Slogan
* Company Website Homepage

**Suggestions:**

* Your teacher has provided you a business plan outline, and on this outline there is *italic* text on each page of the business plan. This text is there to help guide you. When you are ready to type in your own information make sure to delete the italic text.
* When completing your business plan, I recommend highlight areas that you will need to go back to or will still need to work on in the future. This way it is easy to remember to work on that later.
* Complete your tasks as they are assigned, because it will make it a lot easier to move at the pace I suggest.

Business Plan Checklist Schedule

**Part 1: May 1st**

* Open the document called “Official Business Plan”
  + This is your outline. Use it to create your business plan.
* Complete the following parts of your business plan:
  + Business Description
  + Description of Products and Services
* Complete the following projects:
  + Logo and Slogan
  + Owner’s Resume

**Part 2: May 15th**

* Complete the following parts of your business plan:
  + Market Analysis and Marketing Plan
* Complete the following projects
  + Website – the start
  + Advertising Project

**Part 3: May 29th**

* Complete the following parts of your business plan:
  + Operating Plan
  + Financial Plan
* Complete the following projects
  + Business Cards
  + Legal Documents

**Part 4: June 12th**

* Complete the following parts of your business plan:
  + Executive Summary
  + Business Plan Cover Page
  + Table of Contents
* Complete the following projects
  + Complete website
  + Complete anything else that needs to be finished or touched up.

**Before You Turn in your Business Plan:**

* Be sure that your business plan is fully complete, organized, and free of errors.
* Take the time to make sure your business plan looks professional. That means you must have the following:
  + The business plan layout provided for you.
  + Font: Times New Roman, 12 point size
  + Double spacing
  + 1” margins
  + Sections labeled and clear
  + No misspelled words and proper grammar
  + Must look organized, professional, and neat
  + Attach your samples of product
* At the end, put all of your appendix attachments into the end of the document with your business plan. The original intention was to have this all printed out and submitted, but we must make concessions to the time. Submit it to the Google Classroom.

**Due Date:** June 12th

**The Company Description**

Objective: To produce the following section of your Business Plan

* Go to the “Business Description” Section in your Business Plan.
* Fill out the Section Headers appropriately
* Make sure to save your document when you are done.

**Description of Products and Services**

Objective: To produce a Logo and a Slogan for your Business Plan

* Go to the “Products or Services” Section in your Business Plan.
* Fill out the Section Headers appropriately
* Make sure to save your document when you are done.

**Market Analysis & Marketing Plan**

Objective: To produce the Market Analysis & Marketing Plan section of your Business Plan

* Go to the “Market Analysis and Marketing Plan” Section in your Business Plan.
* Fill out the Section Headers appropriately
* Make sure to save your document when you are done.

**Operating Plan**

Objective: To produce the Operations Overview section of your Business Plan

* Go to the “Operations Overview” Section in your Business Plan.
* Fill out the Section Headers appropriately
* Make sure to save your document when you are done.

**Financial Plan**

Objective: To produce the Operations Overview section of your Business Plan

* Go to the “Marketing Strategy” Section in your Business Plan.
* Fill out the Section Headers appropriately
* Make sure to save your document when you are done.

**Executive Summary**

Objective: To produce the Operations Overview section of your Business Plan

* Go to the “Operations Overview” Section in your Business Plan.
* Fill out the Section Headers appropriately
* Make sure to save your document when you are done.