

BUSINESS PLAN *(Short Form)*



Business Name	Owner Name	
Business Address		
Legal Entity		
<input type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input type="checkbox"/> Corporation

BUSINESS DESCRIPTION *(Give a brief description of your business: what it does, what is unique about it. Describe the features that will make your business attractive to potential customers)*

PRODUCT OR SERVICE *(Describe your products or services and why there is a demand for them. What is the potential market? What about your products and services gives you a competitive advantage?)*

COMPETITIVE ADVANTAGE *(How do you make your product or service stand out against the competition?)*

CUSTOMERS *(Describe your customers.)*

COMPETITION *(Describe your competition, who they are and how are you different from them.)*

PRICING *(Describe your pricing strategy. How do you determine price? How does your price compare with your competition? Does your price maintain your profitability?)*

ADVERTISING & PROMOTION *(How do you plan to advertise your business and acquire customers?)*

PLAN & IMPLEMENTATION *(Summarize your plans to implement your home-based business startup. List prioritized steps necessary to start.)*

START-UP COSTS *(Identify the total costs and investments you need to start your business and how much you have already invested.)*

	Start-up Needs	Owner Investment
Raw materials and supplies		
Production equipment		
Advertising & Promotion		
Software and subscriptions		
Salaries and wages		
Rent		
Utilities		
Professional services		
Other types of investment		
Working capital		
Total Investment		

Please itemize or provide specific information about the start-up needs you listed above.

INCOME STATEMENT *(Please estimate your revenues, expenses and net income for one month and one year.)*

	Month	Year
Revenues		
Cost of Sales		
Net Revenues		
Salaries & Wages		
Rents		
Utilities		
Professional fees		
Repairs		
Supplies		
Other operating		
Total Expenses		
Net Income		