Things to consider when developing a business plan:

1. Business name.
2. What is your business experience?
3. What will your business product or service be?
4. Who will your customers be? Try to include market size, demographics, and geographical area.
5. Why do you feel your customers need this product/service in THIS area?
6. How do you plan to advertise/market to reach these customers?
7. How will you get feedback from customers to insure their needs are being met?
8. Where do you plan to conduct your business (location and type of building)?
9. Will you hire people and if so, at what rate of pay, including employer taxes and insurance?
10. What will be your fixed costs of doing business (YEARLY):

rent/mortgage payment property taxes

business insurances utilities(electricity, heat, etc.)

telephone internet

vehicle payments vehicle insurance

equipment payment advertising

1. Based on your costs of doing business, how will you price your product or service?
2. Is this pricing competitive in the market and why?
3. What are your anticipated total annual sales? Your anticipated gross profit margin ([selling price - cost {mat’ls plus labor}]/[selling price]) \_\_\_\_\_\_\_%
4. Even if you pay yourself $0, how long will it be before you are profitable?
5. How much money will you want to pay yourself to feel that you are successful and well compensated for your efforts and how much product or how many hours of service will you need to provide in order to realize that goal?
6. Do you have sufficient money for startup? If not, where will you get the money that you need?
7. Where will you seek business advice?
8. Who will do your billing and accounting?