

# Business Plan

- Decide on Idea!!!
  - Then Market Research
- (15 pts) Two sources of Secondary Data Research (Due 12/12)
  - Examples(Magazines, surveys by others, articles, data)
- (10 pts) Primary Research - Survey (5 questions) with SWOT results (Due 12/18)
  - Evaluate questions (Decision??)

# Company Description

Business Plan – Do Primary Data First!

(10) Part One Company Name, Mission,  
Logo, Tag Line, Location

Due 12/14

(20 pts) Part Two Company Description  
(see handout) Two Pages DS

12/20

# Company Description

- **Motivations**
  - Explain the **reasons and motivations** you have for starting or expanding this business.
- **Entrepreneurial Opportunity**
  - Describe the entrepreneurial opportunity and the **unique selling proposition or unfilled need** your company will have to capitalize on the opportunity.
- **Business History**
  - If the company is currently in operation, describe the current status of the business including how long it has been in business and the history of growth in sales, market share, and profits. (or describe current market and how you will fit in.)
- **Business Concept**
  - Explain the products and services your company will provide and the markets you will target to sell them. How will you produce?