

SMALL BUSINESS PLAN

1. What is the name of your business? **What type of business is it? Why did you choose that name?**
2. What products and/or services will you sell? **List at least 5 different products and/or services.**
3. Who is your target market? List some of their demographics and psychographics. **Refer to pages 92-95 in your textbook. "Everyone" is not acceptable.**
4. Who are your direct competitors? Indirect competitors? Find images of them online and copy/paste them into your document. **See pages 105-106 in your textbook.**
5. **What is unique about your business? How will it differ from existing businesses? Why will consumers choose your business over your competitors?**
6. Create a logo that reflects the uniqueness of your company. Use clip art, WordArt, shapes, etc.
7. Describe five different *types* of promotion you will use to promote your business. Refer to pages 154-163 in your textbook.

Example:

1. Luisa will place a $\frac{1}{4}$ page ad in the local newspaper (newspaper advertising)
2. Luisa will send out a brochure to residents living in four ZIP code areas near her store (direct mail)
3. Luisa will issue a press release about her grand opening (publicity)
4. Luisa will give away pens with her logo on it (sales promotion)
5. Luisa will advertise on a local classical music station (radio advertising)

Create examples of TWO of the promotional items listed above.

8. Where will your business be located? Identify and explain (advantages to justify) your choice of location for your retail or service business. Refer to Section 8.1, pages 210-217 in your textbook.

Choose a REAL location and find it on a map (use Mapquest or Google Maps). Identify direct and indirect competitors within your **trade area** (page 216).

9. **List the quantity, item, price, and source for at least 3 supplies that are needed to operate your business.**
10. **List the quantity, item, price, and source for at least 2 equipment items that are needed to operate your business. These items should be *unique to your business*!**
11. **List the quantity, item, price, and source for at least 2 inventory items that are needed to operate your business. These items should be *unique to your business*!**

RESPONSES TO ALL OF THE QUESTIONS ABOVE SHOULD BE WRITTEN IN COMPLETE SENTENCES, GRAMMATICALLY CORRECT, AND FULLY DEVELOPED.