

7.2 Business Plan

<u>Directions:</u> Use this business plan to help your company prepare your 30-second pitch and negotiate the best funding from the venture capitalist.

About the Company
The purpose of our company is:
What skills do your employees have to make the business successful?
The Product
Describe the product(s) that the company is selling:
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How does your product stand out from other similar items in the market?
Company Marketing
Company Marketing
Who is your target market (the customers you want to reach)?
average age:
gender:
interests and other characteristics:
How will people learn about your product?
Why will customers want to come to your store?