

## BUSINESS PLAN

COMPANY NAME: \_\_\_\_\_

1. What is the purpose of your company?

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2. Give 2 reasons why people will buy your products and/or services. What makes your company stand out from the competition?

REASON 1: \_\_\_\_\_

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REASON 2: \_\_\_\_\_

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3. What skills do team members have that will make the company successful?

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4. Who will your customers be? (age, gender, interests, etc.)

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5. Describe your plans for your marketing campaign. How will people find out about your products and/or services?

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