

Business Plan

I. Business Name and Slogan

- **Business Name –**
- **Business Slogan –**
- **Business Logo -**

II. Business Concept

-
- **Describe your product**
 -
 -
 -
- **What is unique or different about _____ (your business)?**
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 -
 -
 -
 -

III. Business Goals

- **Goal 1 -**
- **Goal 2 –**
- **Goal 3 –**

IV. Competition

Your Business Name _____

Who are your business competitors?

- 1.**
- 2.**
- 3.**

What do you know about your competitor?

- 1.**
- 2.**
- 3.**

What do you have that your competition does not have?

- 1.**
- 2.**
- 3.**

V. Marketing Method

- **How will you tell people about your product?**
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

VI. Marketing Your Business

- **Target Customer (Who are your customers)**
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

Business Plan Sample

I. Business Name and Slogan

- **Business Name – The T’ees**
- **Business Slogan – Our t-shirts are so hot that you are ashamed of your own**

- **Business Logo -**



II. Business Concept

- **Our product are t-shirts designed by 4th-7th graders**
- **Describe your product**
 - Our t-shirts are comfortable
 - Our t-shirts are colorful with pictures and paint
 - Our t-shirts are pleasing to the eye
- **What is unique or different about The T’ees (your business)?**
 - This is a student run business
 - Our t-shirts are creative and colorful
 - Our t-shirts are creative in various ways with paint and pictures
 - Our t-shirts are like no other or very unique
 - Our t-shirts are very fashionable and they set trends

III. Business Goals

- **Goal 1** – We would like to sell 50 t-shirts by March 2007
- **Goal 2** – We would like to keep good financial records
- **Goal 3** – We would like to make a \$5.00 profit on every shirt we sell

IV. Competition

Your Business Name: The Tee's

Who are your current and future competitors?

1. Shirts.com
2. Weatherkids.com
3. Artparts.com

What do you know about your competitor?

1. They have colorful designs on their t-shirts
2. They sell t-shirt for kids
3. Their designs are made from good artists

What do you have that your competition does not have?

1. Our prices are lower than Shirts.com
2. Our t-shirt business is run by kids. Weather Kids t-shirt business is run by adults.
3. Our prices are lower and have great quality

V. Marketing Method

- **How will you tell people about your product?**

1. Posters
2. Cards
3. Flyers
4. Word of Mouth
5. Business Cards

VI. Target Market

- **Target Customer (Who are your customers)**

1. Teachers
2. Parents
3. Friends
4. Leaders in the Community
5. Schools