

BUSINESS & MARKETING PLAN “TEAM SPIRIT STORE”



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MARKETING

2ND SEMESTER PROJECT
2009

SECTION 1:
EXECUTIVE SUMMARY
(description of the project)

SECTION 2: INTRODUCTION

Type of business proposed, brief description of the major product/service involved, sources of information (interviews and research sources), brief description of advisors and their involvement

SECTION 3

ANALYSIS OF THE BUSINESS SITUATION

- A. Self Analysis: personal business experience and training/education in the proposed field, personal business strengths and weaknesses, demonstrated willingness to take risks, a brief plan for personal development in the proposed field
- B. Trading Area Analysis: General data including geographic, demographic and economic; Competitive data including: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed business
- C. Market Segment Analysis: Target market (age, income level, population estimate, other specific demographic and economic information), customer behavior related to proposed business
- D. Analysis of potential location(s): Availability, cost (rent or buy), traffic patterns, proximity to competition, etc.

SECTION 4 PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE

- A. Proposed Organization: Type of Ownership and rationale; start-up steps to form the business; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, legal, production (if applicable) functions; proposed organization chart, brief job descriptions (if necessary)
- B. Proposed Product/Service: Details of product(s)/service(s) to be offered; include a potential suppliers, manufacturing plans, inventory policies, if applicable; if the business is a service business, appropriate information about plans to provide the service, including the necessary supplies, etc.
- C. Proposed Marketing Strategies: proposed pricing policy; costs, markups, markdowns, relation to competition, etc.; proposed promotional program; personal promotional activities; non-personal promotional activities; media availability, costs, one-year promotional plan outline

SECTION 5 PLANNED FINANCING

- A. Projected Income and Expenses
(recommended sections, please choose appropriate items for your business)
 - a. Projected income statements by month for the first year's operation (sales, expenses, profit/loss)
 - b. Projected cash flow for the first year
 - c. Projected cash flow by month for the first year's operation
 - d. Projected balance sheet, end of first year
 - e. Projected 3-year plan
 - f. A brief narrative description of the planned growth of the proposed business, including financial resources and needs
- B. Proposed Plan to Meet Capital Needs
 - a. Personal and internal sources
 - b. Earnings, short-term and long-term borrowing, long-term equity
 - c. External sources
 - d. Short-term and long-term borrowing, long-term equity (if applicable)
 - e. Repayment plans

f. Plan to repay borrowed funds or provide return on investment to equity funds

SECTION 6 CONCLUSION

Specific request for financing, summary of key points supporting the financial request

SECTION 7
BIBLIOGRAPHY

SECTION 8 APPENDIX

An appendix is optional; include in the appendix any exhibits appropriate to the written entry but not important to include in the body; for example: questionnaires, correspondence, resumes, brochures, business cards, etc.