**TITLE: BUSINESS PLAN SAMPLE**

**PAMELA WESTON**

**WESTON**

**1ST -3RD PERIOD**

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EXECUTIVE SUMMARY

COMPANY DESCRIPTION

SWOT ANALYSIS

|  |  |
| --- | --- |
|  |  |
|  |  |

INDUSTRY ANALYSIS

CONSUMER DESCRIPTION AND MARKETING PLAN

MANAGEMENT TEAM

PRODUCTION PROCESS

FINANCIAL ANALYSIS

Number of people invested at what percentage? Seeking a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Investment

**Cost of Licensing (FIXED COST)**

Determine what it would cost for

A Patent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A Copyright \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A Trademark \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Cost for Licensing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cost of Marketing (FIXED COST)**

Determine what it would cost for

Running a website \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Flyers/Mailers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Social Media \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TV/ Radio/ Billboard \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Cost for Marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cost of Employees (FIXED COST)**

Determine what it would cost for

A Hourly Wage \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Multiply that by # of employees \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A Salary Wage \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Multiply that by # of employees\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Employee Cost \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cost of Building (FIXED COST)**

Determine what it would cost for

Cost of Land \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cost of Structure \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cost of Lease \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cost of Utilities \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cost of Insurance \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Building Costs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cost of Production (VARIABLE COST)**

Determine what it would cost for

The parts to make your product \_\_\_\_\_\_\_\_\_\_\_\_\_

The packaging \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total Cost of Production \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Determine the cost in which you will sell your product at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Breakeven Point in Units = Fixed Costs   
 ----------------------------- To determine dollar value = BE Units x Selling Price**

**Selling Price – Variable Cost**

FINANCIAL ANALYSIS

**COMPANY**

**Projected Income Statement**

**Year 2019**

|  |  |
| --- | --- |
| **REVENUE** |  |
| Sales | NUMBER |
| Cost of Goods Sold | (NUMBER) |
| **Total Revenue** | **NUMBER** |
|  |  |
| **OPERATING EXPENSES** |  |
| Cost of Licensing | (NUMBER) |
| Cost of Marketing | (NUMBER) |
| Cost of Employee Wages | (NUMBER) |
| Cost of Building | (NUMBER) |
| **Total Operating Expenses** | **(NUMBER)** |
|  |  |
| **Total Revenue** | NUMBER |
| **Less Total Operating Expenses** | (NUMBER) |
| **NET PROFIT** | NUMBER |