**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  |