Instructions: Write a complete business plan [approximately 18 pages including tables]. Create a business plan for a product or service. You can assume that there is $25,000 to start the new business in a community that is well known. Include the following elements: executive summary, business description, and industry and market analysis, competitive analysis, marketing strategy, operational issues, human resources requirement, financial projections and appendices.

Focus: From the language in the plan, potential investors will recognize the need for this type of business. Focus on the product description and overview, executive summary, needs and wants of target, target customer descriptive, demographics, characteristics, buying behaviors, potential customers, the market, return on investment, major competitors, major competitors strengths, strategies to overcome competitors, situation analysis, potential political and legal issues, economic issues, social and cultural issues, technology issues, SWOT Analysis, cash flow analysis, and annual expenses.

Development: Provide potential investors with evidence: facts and models of the type of business. Develop the executive summary after the plan is written, even though it appears first. Develop the business description further; revise material from the proposal, including more developed data. Develop the organization of your plan in the first section titled: Product Description and Overview. Create industry and market analysis detailing the market. Expand on all possible competition include the competitive advantage of each. Generate all details of the marketing strategy including: price, promotion, distribution, and product and service rationale. Describe any and all operational issues, comprised of location rationale, facility, leasing, detailed source of suppliers, and all software and hardware needs. Develop all details of necessary personnel, incorporating factors of skill and education. Finally, fully communicate cash flow for the first year of the business, involving the details of all expenses.

Organization: The plan should be organized in outline form with complete sentences. The headings should be set in bold and organized as follows:

1. Executive Summary
2. Company Description
3. Market Research
4. Product/Service Line
5. Marketing & Sales
6. Financial Projections

Please follow the Business Plan Outline as presented by the Small Business Administration. The Business Plan outline is also available in the Johnson School of Business Guide to Business Writing.

References: All references must be cited in-text and on the references page according to APA, 6th edition, guidelines. For example, if the US Census Bureau is used in the demographics analysis, it must be cited parenthetically within the document and must be present on the references page.

In-text:
(US Census Bureau, para. 2)

References Page:

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**Style:** The tone of a business plan should be strictly professional. Do not use a conversational tone. These are potential investors and/or clients. The sequence should be logical. State the reason for the business, present the details, and end with comprehensive financial data. Use college level vocabulary. Be precise and do not use emotional language, such as “I feel.” Stay away from slang and clichés, such as “think outside the box”. The tone should be impactful.

**Editing:** The fastest way to lose an audience is to commit grammar or spelling errors. Proofread at least three times. Ask someone else to read the plan aloud, and, then, have her/him explain, in their own words, the meaning of the message. This is the most effective way to locate errors. Do not submit the first draft of anything, ever. The five most common errors are comma splices, run-ons, subject-verb agreement, word choice, and verb contractions. Run spell check, but do not solely rely on this tool to find errors. Triple check the document.