Instructions: Write a one page [three paragraphs] business proposal. Include the following elements: business description, brief marketing plan, and competitive analysis.

Focus: From the language in the proposal, potential investors will recognize the need for this type of business. Focus on all goods and services that the business will provide, the firm’s mission, and the reasoning behind opening this business. Focus on a marketing plan that appeals to potential investors and clients, and create a competitive analysis that focuses on the projections of the business in the target market.

Development: Provide potential investors with details and examples of the type of business. Develop a mission for the business and state why the business will be successful. Develop a marketing plan which identifies the market the business will be entering and develop strategies for competing in said market. Finally, develop a pricing strategy with specific examples of how the business will be successful in a particular market.

Organization: Paragraphs should be organized as follows:

1. Business description: overview of products and services, reason for existence, reason for success, vision for business
2. Brief marketing plan: description of business, product, service, target market, appeal to target market, proposed location, reason for location, promoting business, pricing strategy, name of the business, rationale behind the name
3. Competitive analysis: identify competition, why the business will be successful in a particular market

References: Do not use outside sources for this assignment.

Style: The tone of the business proposal should be strictly professional. Do not use a conversational tone. These are potential investors and/or clients; sell the business. The sequence should be logical. State the reason for the business, present the details, and end with a positive message. 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”. Make sure your tone is impactful; remember, motivate the readers in order to obtain funds and clients.

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 proposal aloud, and, then, have her/him explain, in their own words, the message that the document portrays. 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.