

**Business Plan: (Company Name)**  
**You names separated by commas**

Mission of company: State the purpose of your company, and give a general description of what your company will do. This section needs to be a paragraph. Use “we” and “us” throughout your writing. State the need that you are meeting as well as how your company meets that need. Use a lot of STRONG, ACTION-PACKED, VIVID language. Make sure you end with a call to action. (Don’t you want to save the planet and eat well? Buy our product!)

Services offered:

State ALL of the products and services your company will offer in a list.

Product 1

Product 2

Product 3....

Include your plan for product/service delivery underneath the list of services/products. Use words like “we” and “us”.

Sales strategy: In a paragraph, write down how you are going to sell this product or service. Use terms like “we,” “us,” and “our marketing team.” Consider social media, flyers, and locations where you want to advertise.

Personnel: Make a list of who works for their company and what their job will be.

Use this format:

Name - Title, description of job

Person 1 - Marketing Director, creates ads and flyers

Person 2 - Jewelry Maker, ....

Financial Plan:

List how much your supplies cost. BE SPECIFIC.

List each product/ and the price (use the list from above)

List how much each person will make once a product or service is sold.

List any special deals you plan to offer

\$50 Budget for (Company Name)

(\$ cost) What are you buying?

---

Total: \$50