

# Entrepreneurship Curriculum

## Business plan template

Participants to work on the BUSINESS PLAN form individually for their own business and then come together in small groups to discuss them.

**Purpose:** This document sets out a process and structure for the development of a business plan. The information in this template acts as a starting point for the development of a business plan. It provides a framework and reference point for your own business planning purposes. You will also need to take into account things like Human Resource planning, Product Development and Risk Management.

## BUSINESS PLAN TEMPLATE

## YOUTHPRENEURS-LEARNING BY DOING

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QUESTION	ANSWER
<p><b>1) OBJECTIVES</b></p> <hr/> <p>What are the specific goals of your business this year?</p>	
<p><b>2) Your Product/Service</b></p> <hr/> <p>What product or service do you offer?</p>	
<p><b>3) CUSTOMERS</b></p> <hr/> <p>Who buys (or should buy) your product? What do they need it for?</p>	
<p><b>4) COMPETITORS</b></p> <hr/> <p>Who are your top competitors and what are their strengths?</p>	
<p><b>5) POSITIONING</b></p> <hr/> <p>Given your competition, what makes your business great and unique to customers?</p>	
<p><b>6) PRICING</b></p> <hr/> <p>How will you price your product?</p>	
<p><b>7) SALES &amp; SUPPORT</b></p> <hr/> <p>How and where will you sell and service the product?</p>	

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<b>8) PROMOTION</b> ..... How will people find out about you and your product?	
<b>9) BUDGET</b> ..... How much money do you have to promote the product?	
<b>10) ACTION PLAN</b> ..... What will you do and when to sell and promote your product?	