

## BUSINESS PLAN WORKSHEET

1. What product or service are you going to provide?

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2. Who are your intended customers?

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3. Why do you think people need the product or service you are offering?

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4. What materials or equipment do you need to start up and what do those cost?

NEEDED EQUIPMENT/MATERIALS

ESTIMATED COST

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5. What are your ideas for where you could get start-up funding?

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6. How will you advertise/market your business? (I.e., How will potential customers hear about you?)

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7. Describe your price(s) for your product/service(s):

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8. How many employees do you think your business will need, and why?

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9. What is your plan for dealing with your competitors?

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