





Executive Summary

b. What is the legal structure of your business? Why did you select it?	







SWOT Analysis

a.	Outline what the strengths of your business are.
b.	Outline what the weaknesses of your business are.
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U.	Outline what opportunities there are for your business.	
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d.	Outline what threats your business may face.	
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Market Summary

a.	Who are your biggest business competitors? Explain in what aspect of your business they are competitors in (ie. Product, location, type of business, similar target market)
b.	Outline the demographics and geographics that your business would serve.
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C.	Conduct a market analysis and outline market needs, trends, and growth pertaining to your product/service.







Vision

a.	Outline your mission statement.
b.	Outline objectives based on the vision for your business. Make sure they are SMART (Specific, Measureable, Achievable, Realistic, and Time-bound).







Marketing

a.	Outline your Marketing Mix (Product, Price, Promotion, Place).
b.	What is your target market? Why is your product/service geared toward this audience?







С	Outline strategies and tactics for your communication and public relations plan. How veryou utilize this to bring attention to your product/service at little or no cost?	will
d	Outline strategies and tactics for your advertising and promotion plan. Explain how the strategies will help you reach your target market and the visibility of your business.	ese
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Financial

a.	How do you plan to obtain the necessary funds to start your business?
b.	Explain your method for internal accounting. How will you manage your expenses and revenue?







C.	Describe what your cash flow will need to look like your first year in order for your business to be profitable.
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