**Business plan**

**People in our team**

**Our enterprise idea - Description**

**The name of our business**

|  |  |
| --- | --- |
| **Materials we will need to buy** | **Other resources we will need.** |
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**Our market**

Our customers are:

What we believe our customers would pay:

We believe that we could sell:

The packaging we think will appeal to our customers:

This is how we will promote our product to our customers:

Do we need to do market research? If so, how?

**Event details**

Permission must be obtained from:

By (date):

Where it will be held:

When: date, time (duration):

Weather considerations:

If appropriate, use this for costing.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item**  **Eg. BBQ sausage** | **Cost/unit**  **Eg. $0.75** | **Sale price/unit**  **Eg.$1.50** | **Profit**  Difference between cost price and sale price  **Eg. $0.75** | **Target sales**  How many you hope to sell  **Eg. 100** | **Total expected profit**  Profit x target sales  **Eg. 0.75 x 100 = $75** |
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**Amount needed for start up costs:**

**Opportunity costs:**

**Suggested action plan Who is responsible?**

1.

2.

3.

4.

5.

6

**Contingency plan**

**Marketing/Advertising plan**

**This is how we will advertise/promote our business:**

**When:**

**Essential information:**

**Cost:**

**Other notes**

(Consider customer rights)