

Student Business Plan Template - Outline

I. Introductory Elements

- a. Make a Title Page (5 marks)

II. Description of Business and Product

- a. Please describe your business and the product you plan to sell (5 marks)

III. Evaluation of Market Opportunity (5 marks)

- a. What are the Market Trends of Composite High School?
(What do students like to buy?)
- b. Who are your Customers?
- c. Who is your Competition?
- d. Why is your product going to be different? (Why will people buy from you?)
- e. What are the Risks? (How could you lose money?)

IV. Description of Development and Production (5 marks)

- a. How are you going to get you product?
- b. Labor Requirements (who is going to do what in your group?)

V. Sales and Marketing Strategy (5 marks)

- a. Product - Why is this product needed?
- b. Price - How much will be charged and why?
- c. Promotion - How will this product be presented to consumers?
- d. Place - Where will product be sold?

VI. Management and Operations Plan (5 marks)

- a. Team Member Bios / Skills
- b. Mentors for Team (adults who will help you)
- c. Additional Skills Needed

VII. Financials (5 marks)

- a. Economics of one Unit (How much does it cost us for one item?)
- b. Fixed and Variable Costs (what other costs are there?)
- c. Break Even Analysis (how many do we need to sell at our price to break even?)
- d. Start Up Costs (How much money will we need to start our business?)

VIII. Optional Appendices (up to 5 bonus marks!)

- a. Timeline for Business
- b. Sample ads; product drawings; prototypes