

## Student Business Plan Template – Outline

- I. Introductory Elements
  - a. Make a Title Page
- II. Description of Business and Product
  - a. Please describe your business and the product you plan to sell
- III. Evaluation of Market Opportunity
  - a. What are the Market Trends of River City High School?
  - 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
  - a. How are you going to get your product?
  - b. Labor Requirements (who is going to do what in your group?)
- V. Sales and Marketing Strategy
  - 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
  - a. Team Member Bios / Skills
  - b. Mentors for Team (adults who will help you)
  - c. Additional Skills Needed
- VII. Financials
  - 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
  - a. Timeline for Business
  - b. Sample ads; product drawings; prototypes