



MINI BUSINESS PLAN

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BEFORE WRITING YOUR PLAN, YOU HAVE TO EVALUATE YOUR BUSINESS AND ANSWER QUESTIONS TO DIG DEEP AND FOCUS ON WHERE YOU WOULD LIKE TO GO. TO HELP GET YOU STARTED, HERE ARE A COUPLE OF QUESTIONS YOU NEED TO ASK YOURSELF.

WHAT IS YOUR WHY?

WHERE DO YOU SEE YOUR BUSINESS IN 6 MONTHS, 1 YEAR, AND 5 YEARS?

BREAKDOWN

6 MONTHS:

1 YEAR:

5 YEARS:

WHO IS THIS FOR?

WHAT AGE GROUP CAN AFFORD YOUR PRODUCT/SERVICE?

IS THIS A NEED OR WANT/ WHO NEEDS IT?

WHAT ARE YOUR CUSTOMER GOALS & HOW WILL YOUR PRODUCT/SERVICE REACH THEM?

WHERE IS YOUR TARGET MARKET?

ONLINE SHOPPERS? SOCIAL MEDIA USERS?

HOW CAN YOU FUND YOUR BUSINESS?

OVERVIEW

MISSION STATEMENT

WHAT IS YOUR WHY?

GOALS

6 MONTHS:

1 YEAR:

5 YEARS:

CUSTOMERS

WHO ARE YOUR IDEAL CUSTOMER?

WHERE WILL YOU FIND THEM?

YOUR PRODUCT/SERVICES?

WHAT ARE THE MATERIALS OR TOOLS NEEDED TO RUN YOUR BUSINESS?

(EXAMPLE: COMPUTER, PHOTOSHOP, SOCIAL MEDIA, ETC)

WHERE WILL YOU SELL THEM?

PROCESS

WHAT IS YOUR BUSINESS PROCESS?

WHAT ARE THE STEPS TO MAKE YOUR PRODUCT/SERVICE?

MARKETING & SALES

WHAT ARE THE SOCIAL MEDIA CHANNELS YOU WILL FOCUS ON?

HOW WILL YOU BUILD YOUR EMAIL LIST?

WHAT ADVERTISING STRATEGIES WILL YOU USE?

FINANCE

HOW WILL YOU FINANCE YOUR BUSINESS?

FINANCIAL GOALS?

WHAT WILL IT COST YOUR STARTUP?

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