

Informal Business Plan Worksheet

A plan is an important part of any business, whether you are starting up or if you are an established business. A plan gives you the opportunity to reflect on your business and the reasons why you want to be a business owner. A plan explains: who (is the business}, what (does it provide}, when (time, dates, etc.}, where (market, location, etc.), why (you are in the business), how (do you provide your products/services) and how much (revenue do you bring (or will bring) and how much investment do you need. An informal plan is 1-3 pages long and should provide clear information about your goals, support your case of requesting a loan from LiftFund, and provide answers to the questions below.

1. INTRODUCTION

Describe who you are, your business name, and how much funding you need along with what the funding will do to grow your business.

Example: San Angela and Jim Beal are owners of Delight, Delight! And are requesting a business loan for \$10,000 from LiftFund that will help us purchase a mixer and stove top for our restaurant.

2. BUSINESS DESCRIPTION

(a) What is the name of your business? Do you have a logo, mission, vision and/or tagline? if so, please provide. (b) What date was the business established? if start-up, what is your projected date? (c) Where are you located? Provide the address of your residency and business. (d) What legal structure is your business? (DBA, LLC, Sole Proprietor)

Example: Delight, Delight! is a unique confectionary store that brings local candymakers and bakers of sweets under one space so customers can purchase their products in one location. Delight, Delight! utilizes pink and brown color palettes, has a logo designed in house, and tagline is "sweets that satisfy". Delight, Delight! was established in November 2003 as a DBA in Bexar County and is located at 225 W. Poplar (commercial).

3. MANAGEMENT AND OPERATIONS

(a) Who are all the owners? (b) Who manages/will manage the business? (c) Provide any other key information (advisory board, key sales persons, etc.) (d) Provide the days/times the locations are open along with any other sales opportunities. Example: Delight, Delight! is owned by San Angela {51%} and Jim Dell {49%}. The two manage the inventory, sales, purchases equally daily. Delight, Delight! also has a regional sales team with one key staffer and has an advisory board made up of experts, supporters, and friends to grow the business. The business has the retail location open Monday-Saturday 9-11 a.m. and an active website {24-7} where customers can order their treats online. Delights, Delights! also attends farmer markets and trade shows for sales.

4. PRODUCTS AND SERVICES

(a) List your products and services (attach your menu, brochure etc.) and include the price for each product and service. (b) Provide information or packages that will help determine the cost of goods or services sold. Example: *Delight, Delight!* offers a variety of candy and baked goods created by local artisans. The baked goods range from small cupcakes sold individually or by the dozen, cakes and pies. The cupcakes range in price from \$1.00 to \$2.50. The cakes range in price from \$25 to \$100. The pies range in price from \$8 to \$20.

EXAMPLE: <i>Delight, Delight!</i> Menu		
Product	Descr ^o	Price Range
Cupcakes	Variety of flavors including traditional (vanilla, chocolate, strawberry, etc.) and deluxe (pi ⁱ o colada, red velvet, jovo, etc.)	\$1.00 to \$2.50

5. INDUSTRY & COMPETITION

(a) Describe the industry your business is in (restaurant, entertainment, fitness, cleaning, etc.) and its trends (is there high demand/saturation). (b) Describe what market your business serves (city, region, state, online) (c) List your competition and why (d) Based on the industry and competition describe how your business is unique and competitive. Example: *Delight, Delight!* competes in the *baking industry*. The peak months for the industry are November, December and February, although sweets are purchased all year round. *Delight, Delight!* competes in San Antonio's downtown area. *Delight, Delight!* has direct competitors in the market including *Ultimate Cupcake* and *nny Desserts*, both located within a 2 mile radius. *Delight, Delight!* will enter the market as the only business in the area to offer a variety of confectionary sweets, all in one location.

EXAMPLE: Competition Table			
Business	Location	Products / Services	Price Range
Name of your competitor	Include full address	List the products and services the business offers	List price ranges for the products and services offered

6. CUSTOMERS

(a) Does your business serve business clients, consumers, both? (b) What does your customer/potential customer look like (create a profile of who your business serves including lifestyle, disposable income, education, etc. (c) Describe your current customers and sales and any trends. Example: *Delight, Delight!* appeals to those customers who want to enjoy a sweet treat for themselves or to give as a gift. *Delight, Delight!*'s ideal customers consist of families with children, professionals and other individuals who have disposable income to spend on unique edible treats. These ideal customers purchase about once a month for different occasions like birthdays, holidays, anniversaries, etc.

7. MARKETING AND SALES STRATEGIES

(a) How do/will you promote your products/services to create sales? (b) What type of advertising/marketing strategies are you using? (c) How will you generate sales? (d) How much do/will you spend on marketing and sales? Example: *Delight, Delight!* creates awareness through Facebook and Twitter by posting pictures, sales and events on a daily basis. *Delight, Delight!*'s website displays the variety of products offered, prices, and business hours. *Delight, Delight!* also prints flyers that are distributed to local shops and households around the neighborhood. The marketing budget is \$150 per month.

8. FINANCIAL PLAN

(a) Provide a budget for the use of funds. (b) Provide a budget of your personal and business budgets on a monthly basis (fixed and variable costs). (c) Provide your profits/losses (earnings) for the past 3 years on your income taxes. (d) What are your current and past sales and projected monthly sales/revenue. Attach a table with proper breakdown. Example: *Delight, Delight!* spends around \$2,300 including rent, utilities, insurance, bookkeeping, cost of goods, website maintenance, marketing, and office expenses. The average monthly revenue is \$3,000. The loan amount will help *Delight, Delight!* purchase a mixer valued at \$4,000 and a stove top valued at \$6,000.