**The Business Plan: Stage 1**

Every successful business starts with an idea and develops with a plan. The [US Small Business Administration](https://www.sba.gov/business-guide/plan/write-your-business-plan-template#section-header-2) provides advice on how to write a business plan and gives examples. The purpose of a business plan is to present your idea to secure funding, real estate, patents, etc. Responsible parties want to know and understand your business idea.

**Objective: *I will create a business plan to guide my business, especially relating to operations, funding, promotions, and sales.***

You will be putting together your business plan in stages. The first stage is to establish the idea, as well as the company, and it will need the following:

1. Cover Sheet with Business Name, Logo and Tagline/Slogan
2. Executive Summary
   1. Briefly describe the business, as well as its purpose
   2. Brief product/service description
   3. Mission statement
3. Company Description
   1. Owners biography
      1. Qualifications, education, business knowledge
   2. Company culture
   3. Competitive advantage - why will you succeed?
   4. Location
   5. What problem does the company solve?
4. Organization and Management
   1. Type and legal structure of the business and its benefits
   2. Hierarchy of the company
      1. Organization chart

**The Business Plan: Stage 1 (60 points possible)**

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| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| Business Name | 5 - The business name was provided on the cover sheet |  |  | 1 - The business name was not provided on the cover sheet |
| Logo/Tagline | 5 – A logo and tagline were provided on the cover sheet | 4 – A logo or tagline were provided on the cover sheet |  | 1 – A logo and tagline were not provided on the cover sheet |
| Executive Summary | 10 – An **excellent** executive summarywas provided to describe the business | 7 – A **good** executive summarywas provided to describe the business | 5 – Anexecutive summarywas provided to describe the business | 2 – An executive summarywas provided to describe the business |
| Mission Statement | 5 – An **excellent** mission statementwas provided to tell what you do and how you do it | 4 – A **good** mission statementwas provided to tell what you do and how you do it | 2 – Amission statementwas provided to tell what you do and how you do it | 1 – A mission statement was not provided |
| Company Description | 10 – An **excellent** company descriptionwas provided to describe the owners, culture and competitive advantage | 7 – A **good** company descriptionwas provided to describe the owners, culture and competitive advantage | 5 – Acompany descriptionwas provided to describe the owners, culture and competitive advantage | 2 – Acompany descriptionwas not provided to describe the owners, culture and competitive advantage |
| Organization and Management | 10 – An **excellent** description of the legal structure and benefits of the business are provided | 7 – A **good** description of the legal structure and benefits of the business are provided | 5 – A **fair** description of the legal structure and benefits of the business are provided | 2 – A description of the legal structure and benefits of the business are not provided |
| Hierarchy Chart | 5 – A hierarchy chart for the organization was provided |  |  | 1 – A hierarchy chart for the organization was not provided |
| Grammar and punctuation | 10 – Proper grammar, punctuation, and spelling is **always** used | 7 – Proper grammar, punctuation, and spelling is **almost** **always** used | 5 – Proper grammar, punctuation, and spelling is **sometimes** used | 2 – Proper grammar, punctuation, and spelling is **not** used |