**The Business Plan: Stage 2**

Determining the market for a business is the single most important detail to consider. Without consumers, there is no business.

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

The second stage of the business plan is to establish the market, which will be done through market research (primary) and competition analysis (secondary). A target market and list of products will also be established. Your Stage 2 document needs the following:

1. Market Research
   1. You will need to find out what the students of Perry Meridian High School want from a potential coffee shop. How do we even know if it is a good idea or that we will make sales?
   2. Create a primary research method with a minimum of 10 questions
2. Competition Analysis
   1. You will need a good understanding of the coffee/beverage industry. Competitive research will show you what other businesses are doing and what are their strengths and weaknesses. In your market research, look for trends and themes. What do successful competitors do? Why does it work? How can we do it better?
      1. A minimum of 2 competitors must be researched
         1. A thorough analysis of each competitor must be provided
         2. A SWOT analysis should be conducted comparing Blue Java to the 2 competitors.
3. Target Market - Define the target market for Blue Java.
   1. Demographics (Age, race, gender, etc.)
   2. Social economics (Discretionary income, do they have jobs, etc.)
   3. Personality/Lifestyle/Hobbies
4. Product Line
   1. Provide a menu of what we will sell. What items will be available and at what cost?

**The Business Plan: Stage 2 (80 points possible)**

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| **Item description** | **Excellent** | **Good** | **Fair** | **Poor** |
| Primary Research | 5 – An **excellent** primary research method is provided | 4 – A **good** primary research method is provided | 2 – A primary research method is provided | 1 – A primary research method is not provided |
| Questions/ Scenarios | 10 – 10-9 **excellent** questions/ scenarios are provided for the primary research | 7 – 8-6 questions/ scenarios are provided for the primary research | 5 – 5-3 questions/ scenarios are provided for the primary research | 2 – 2-0 Questions/ scenarios are not provided for the primary research |
| Competition Analysis | 10 – The competition was defined and an **excellent** description of it was provided | 7 – The competition was defined and a description of it was provided | 5 – The competition was defined, but a description was not provided | 2 – The competition was not defined |
| SWOT - Competitor 1 | 10 – An **excellent, detailed** SWOT analysiswas provided | 7 – A **detailed** SWOT analysiswas provided | 5 – A SWOT analysiswas provided | 2 – A SWOT analysiswas not provided |
| SWOT - Competitor 2 | 10 – An **excellent, detailed** SWOT analysiswas provided | 7 – A **detailed** SWOT analysiswas provided | 5 – A SWOT analysiswas provided | 2 – A SWOT analysiswas not provided |
| SWOT - Blue Java | 10 – An **excellent, detailed** SWOT analysiswas provided | 7 – A **detailed** SWOT analysiswas provided | 5 – A SWOT analysiswas provided | 2 – A SWOT analysiswas not provided |
| Target Market | 10 – The target market was defined and an **excellent** description of it was provided | 7 – The target market was defined and a description of it was provided | 5 – The target market was defined, but a description was not provided | 2 – The target market was not defined |
| Product Line | 5 – An **excellent, detailed** description of the product linewas provided | 4 – A **detailed** description of the product linewas provided | 2 – A description of the product linewas provided | 1 – A description of the product linewas 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 |