



CREATING YOUR MILLION DOLLAR BUSINESS PLAN

- Inspire
- Motivation
- Demonstration

With Jazzy Da Mogul

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What is a business plan

A business plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the time-frame for the achievement of the goals

When do you need a business plan ?

A Business Plan Is Simply a Must-Have for Some Businesses. If you plan to approach a financial institution for a loan, apply for a small business grant, pitch your business idea to investors, or enlist the support of a business partner, a business plan is required.

4 CATEGORIES

Your business plan can seem Very complex and overwhelming. This may be true when looking at it as a whole. So let's compartmentalize it. Try breaking your business plan down into these 4 steps.

EXECUTIVE SUMMARY

- Executive Summary
- Fact sheet
- Highlights
- Objectives
- Vision and mission statement

DESCRIPTION OF BUSINESS

- Company Ownership/Legal Entity
- Suppliers
- Location
- Interior
- Hours Of Operations
- Products Equipment
- Management
- Human Resources
- Start-Up Summary

MARKETING

- Industry Analysis Market
- Analysis Market
- Segmentation
- Competition and Buying patterns
- Pricing

APPENDIX

- Start-Up Expenses
- Photo Examples

Include a quick **5 sentence Introduction** of what your business plan is about

Example – If you are opening a brick and mortar

Use this section to pitch
Your business with these 5
paragraphs.

Paragraph 1

(Business name) is a _____
*(include the type of business you
have)* _____ selling _____
*(include the products you will be
selling)*. My goal is to provide
_____ *(include your business
goals)* _____ *(highlight
what makes your business
exclusive and unique)* _____

Paragraph 2

Is to include what you will be
selling during your down season
or how you will stay a float

Paragraph 3

Include keys to success for your
business _____ & the of
your products to keep customers
coming back

Paragraph 4

Include your companies
entity. If your business is an
LLC or C-Corp etc. if you have
any money to invest in this
brand you want to include
that. *(Business name)* is
formed as a business LLC.
Owned by *(your name and all
owners of the business)*

Paragraph 5

Address the opposing
questions that investors may
have use this time address
problems that may occur
within your business and the
solutions you've already
come up with to resolve it

Paragraph 6

Use this paragraph to explain
how your business will stand
out against your competitors

Paragraph 7

Highlight how much you
plan on making per year in
your business and how
profitable your business is
going to be.

Paragraph 8

Use this paragraph to explain
how your business will stand
out against your competitors

Pro-tip: include *graphs* and *charts* in your business plan often to attract investors and support your number statements

Fact Sheet

Requested Loan :	\$ 50000
Cash Invested :	\$ 5000 (You always want to include some type of investment here)
Business Type :	Name your Business
Location :	2234 S 409 th st Orlando Florida (If your business is online list that here)
Size :	Main Floor – 2000 SF Basement – 2000 SF
Rent :	
Projected Sales –Year 1:	\$ 420000
Sales Break Even –Year 1:	\$ 120000
Loan Collateral Available:	List all of your collateral options
Principals:	Your name and address here

Include some noteworthy facts:

For example, hair bundles only cost me **\$25** and I'm selling (*name of the brand*) hair for **\$250**. Highlight your profits

Sales & Gross Profit Margin Highlights









Highlights

The principals predict the first year of sales will reach approximately **\$420,000** and climb up to **\$428,000** by the end of year two. According to market research, these sales should be attainable even by (industry) this financial model emphasizes long term opportunities in the local market over quick returns

Objectives:

Include 5-10 quick goals

-  What kind of product you wish to deliver (*i.e premium, affordable, luxury*)
-  How many customers you plan on averaging a month (*Base this off your estimated sales*)
-  Your price points. (*How much will your be*)
-  How you plan to stay relevant (*How will you stay competitive*)
-  What sets you apart? (*What is your unique value*)
-  How much you'll make your first year { *refer to your projected sales* }

Mission & vision statement:

Vision Statement

This vision statement describes the long run objectives of your company, usually for a time frame of five to ten years or even longer

Mission Statement

A mission statement is like a road map of how to achieve the goals set in your vision statement. It defines the purpose of the organization

Mission & vision statement:

Use this time to describe the big picture of your business. If you could be in a plane thousands of feet in the air and look down on your business what would you see. Think big

Keys to success:

(Name of business) keys to success will include:

Examples :



Networking &
maintaining
relationships



Marketing
Strategy



Product
development



Business
organization

Include at least 2 detailed paragraphs to support your following keys to success statements.

Company Ownership/Legal Entity

Use this section to say what entity your business will be. Please note, you don't have to be completely filed in order to apply for a micro-loan in most cases. They typically help you file upon approval (*this may vary*)

Include which state your business will be registered. Also include the steps you took or plan on taking in order to get the business registered

Location

When it comes to location, convenience is vital. (*business name*) will be close to its target market because the least travel amount to the site allows for easy accessibility. As stated before, the building will be located (*include location*). List all hot spots nearby as well as any redevelopment taking place within the area. The storefront will utilize a ground floor level for easy access for handicapped patrons and public transportation. (*highlight the parking that you have available.*)

If the business will be online include who will be hosting your online Business. Where will the inventory be stored and where will the products be shipped ?

Interior

Both principals take pride in interior design. The interior will be designed to welcome and surprise guests to make them feel at home. This will resonate in everything the company has to offer, describe the look and feel of your business as well as the patterns and textures you plan to use. If your business is an online business take this time to describe the look and feel of your online business.

Hours of Operation

Include the hours in which your business will operate. If you are offering a service-based business you would want to include the hours in which you plan on being of service. If you have peak seasons and slow seasons that call for your hours to fluctuate make sure to include hours of both seasons. If you have an e-commerce store the same rules apply.

Products

(Business name) will sell luxurious and premium quality hair. *(business name)* is a *(include extra fluff to really sell your products)* Currently, this trendy product found in include where similar products can be found but explain why there is none like yours. This product will be unique to my area/audience, Use the rest of this paragraph to really explain your products in great detail.

(Business name) will flourish because breakdown your products even more. Refer back to your executive summary if you need to. please note: your business plan is going to be redundant. You will repeat yourself a lot, and that's okay!

Equipment

In order to run the business, there is a necessity for the following list of sizeable pieces of equipment.

PRO TIP: Include charts when referring to money! Investors love to see charts and graphs plus it looks more professional

Equipment	cost	Functions	Purchase Date
Commercial oven	\$ 2500	Cook and prepare food	03/2021
Commercial Refrigerator	\$ 2000	Store Inventory	03/2021
Commercial Freezer	\$ 2000	Store Inventory	04/2021
POS system	\$ 1000	Take orders	04/2021
Storage	\$ 550	Hold extra inventory	04/2021

Suppliers/Manufacturers

Highlight where your Inventory will come from. If you have a local supplier make sure you highlight that. Where every you are sourcing your products from, make sure you are talking about the quality as well. **PRO TIP* If you say you are sourcing locally Investors will love that. they want to give back to their communities.*

Management

(*Opening Management Statement*)

As an ambitious woman, (*Your name here*) Your business partner's name (*if applicable*) include your relationship between the two of you. Why you two decided to come together. And why this is a suitable partnership. If it just you make sure you include why you are the perfect fit for this business.

Management continued

(Your Name)

Drop all of your accolades in this paragraph

I.E Lisa the co-founder of (*business name*)

She has a degree in xyz. She has
divine knowledge and skill in
marketing and xyz

Your Business Partner's Name Here

(*This paragraph*) highlight what you will do to keep up with the trends. If you do hair highlight that you will attend hair classes. You want your Investors to know that you are putting the work In to keep developing new skills to keep the longevity of the brand.

Staff Personal

This section will discuss staff. If you wish to hire Include that In this section. What will your staff look like? (*Professionals*) What age group are you bringing on? What skills will your staff learn from working with you?

Describe your training process will look. what training strategies are you going to Implement in your business be Insure the results your business needs.

Consultants

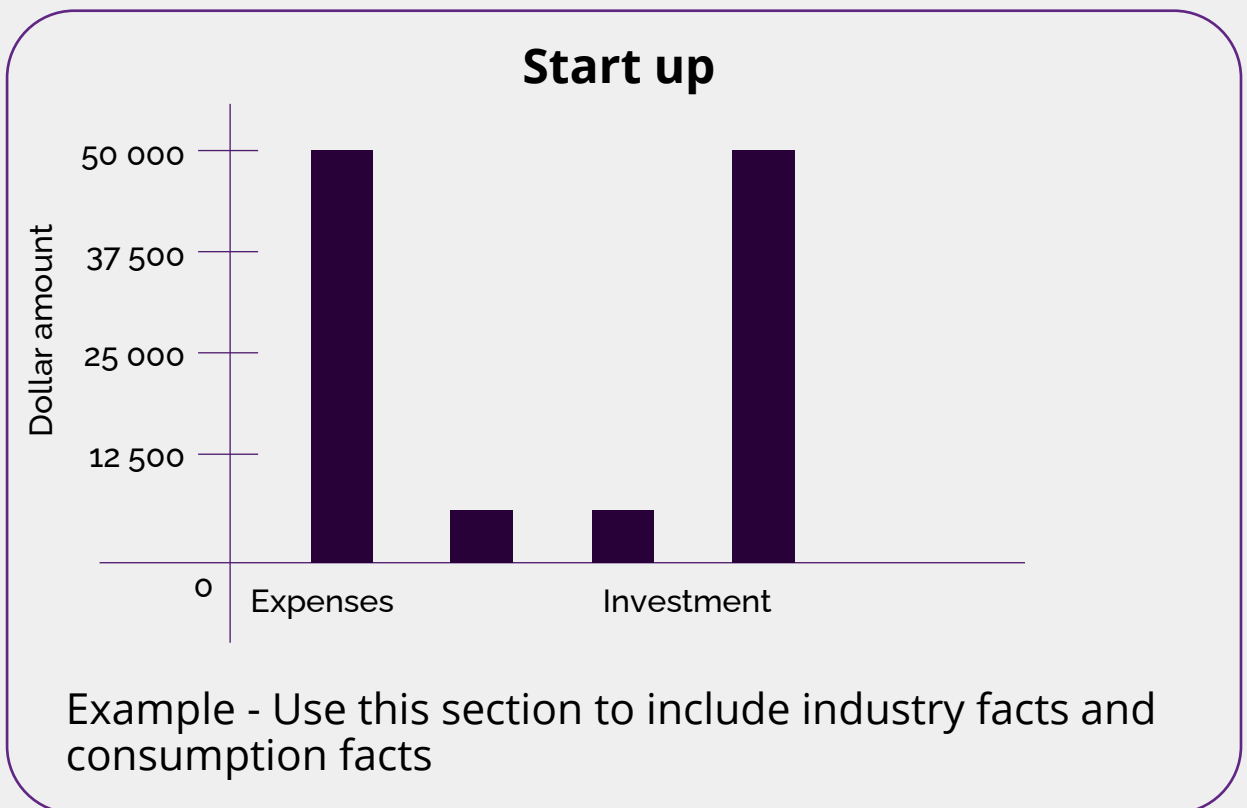
Some of the initial services required for the set-up of the business will have to be outsourced to consultants; the Mixings employees will not have all of the necessary skills to perform these tasks. The following consultants will be used, to: (use this section to highlight any outsourcing that you plan to do to help boost the success of your business.

Accounting (annually)	\$ 2500
Legal (first year)	\$ 1000
Web Design (one time fee)	\$ 1000
Interior Design (one time fee)	\$ 1000

PRO TIP: Always say you are putting some money up. Even if you don't have any money. They want to know you are willing to take a risk on yourself. If your friends and or family can write a letter stating that they are gifting money use that too. *(this is alleged advice)*

Start-up costs and initial financing are shown in the following table (list owner(s)) \$5,000 of savings and are seeking a loan for another \$5,000. In addition, the business will receive donations from family members and friends of \$3,000. (See Appendix)

Use charts when mentioning numbers to help support your statement



Industry Analysis

The VEGAN industry experienced sales of more than 10 billion U.S. dollars last year (2016) and is expected to grow near 30 billion dollars by 2020 (*prnewswire.com*). This figure includes \$12.3 billion on the retail side and \$15.7 billion from foodservice. The following is a breakdown of the Vegan industry on a national basis:

Consumption

The average American consumes more than 22 pounds of vegan products per year. Source: IDFA
Regular ice cream is the most popular category of frozen desserts and U.S. vegan companies made more than 45 million pounds of vegan products in 2015. Source: IDFA

Production

Where will your products be produced? If you can highlight your products being produced locally or In your country, do that! Investors love to know that you are working with your community and keeping jobs In your country.

Sales

This section is once again just highlighting any overall sales facts. and supporting statements to help prove that your Industry Is a lucrative business.

Trends

According to (*list source*), the (*business industry*) will have a spike in the next 2 years and will rise by 6% after xyz. Also, use this time to address the trends In which your customers are more likely to buy. i.e maybe you have a baking business and your customers buy more during weddings, birthdays, and or other special occasions

Market Analysis

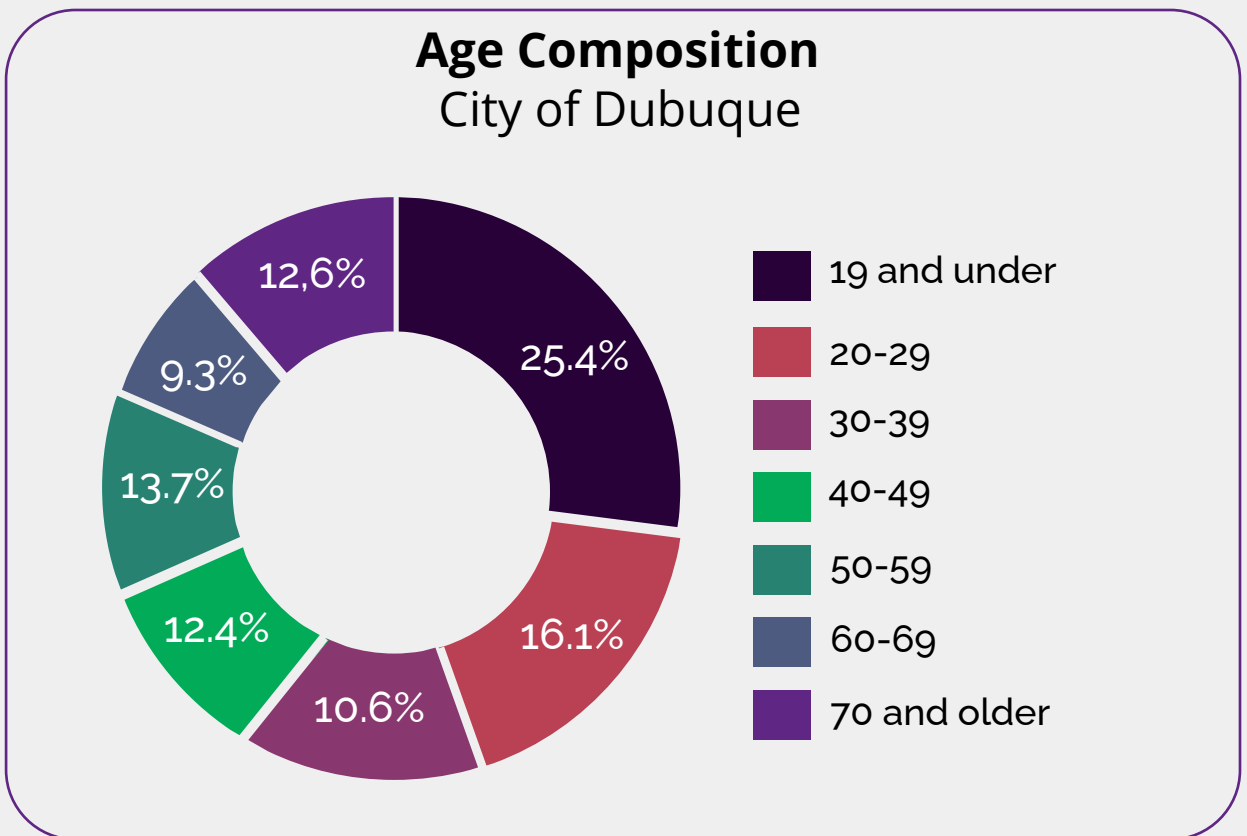
The market Mixings will engage in is Include your location in which your store will be located.

PRO TIP: Include allocation to base your business plan off. Even if you don't end up moving in that location it is okay (allegedly)

What customers are you serving in your area? college student? Millennials etc. if you have a service-based business or online business what platforms are you using as who are you targeting with your web design.

What customers are you serving in your area? college student? Millennials etc. if you have a service-based business or online business what platforms are you using as who are you targeting with your web design.

The overall age demographics of the population break down is shown in the following graph:



Marketing Objectives

As marketing will play a large role in the company, it is essential for the business to have objectives in this area. (**business name**) objectives are as follows.

- Use billboard and news ads to improve market awareness by 50% in the target demographic within a 3-mile radius by the second year.
- Provide quarterly customer service training for employees to increase the percentage of customers who rate service as "excellent" in year 1, by 5% in year 2.
- Utilize social media strategies to boost brand awareness.
- Include more marketing strategies

Market Segmentation

The potential groups for (**your business name**) are:

- Use this section to breakdown how many customers you can serve based upon your demographics. i.e

If 10.6% of your population is the age of 30-39 and then multiply that by your demographics. So if it's 50,000 people in your area multiply that by 10.6% and that's 5,300 customers between 30-39 that you can serve.

Competition and Buying Patterns

In the (***Company name***), consumers make purchasing choices for a number of reasons. List the many reasons customers are buying into this industry. How often they are buying into it and why. Spread this info out for about 3 paragraphs. Paragraphs should be 4-5 sentences.

Consumers: (***paragraphs***)

The last paragraph should tie everything together. (*this paragraph should support your previous statements*)

Competitors

The primary competitors of (*business name*) are within a 3 -4 mile radius from the desired site. The principals believe that the two of my nearest competitors are,

(competitor one) - Their address, their prices. Their hours of operation. What products do they have that you will have and products do you have that they won't have. Then highlight their strengths and weaknesses. What are they doing that's working and what are they doing that your business plans on doing better.

(competitor two) - Their address. their prices. Their hours of operation. What products do they have that you will have and products do you have that they won't have. Then highlight their strengths and weaknesses. What are they doing that's working and what are they doing that your business plans on doing better.

(Your business) will have a number of advantages that will allow a strong brand identity, add value to products, and build a loyal customer base while standing apart from competitors.

Products offered at (**business name**) will be of high quality and be aesthetically pleasing. keep this paragraph going.

pro tip: Use this for an online business as well!

Pricing

Unlike competitors, the principals have developed standard prices for all products. Customers will enjoy the (***name the products you will offer and price points***) will you be cheaper or more expensive than your competitors. why or why not.?

Various marketing strategies will be implemented. Marketing strategies are listed in order of priority. One factor that will play a major role in the marketing plan will social media ads and being reposted on social media. Also using Facebook and building awareness with free posts

The second biggest marketing strategy will be direct mailers, sending coupons directly our potential customers door. (*give more detail If needed*)

Other marketing strategies include flyers, signs, and business cards. A press release will be sent to local news outlets a month before the launch, as well as for the grand opening. The first 50 customers will receive a discounted 50% off order.

Time table In which you plan to purchase

Activity	Target Timetable
Site Selection	9/2017
Business license tax ID & bank account	9/2017
Apply for loan	9/2017
Inventory testing	10/2017
Site Renovations	10/2017 – 4/2018
Grand opening	3-4/2017

PRO TIP: It should align with amount of money you are requesting

Start up Costs

Expenses

Initial Franchise Fees	\$8500
Property acquisition fees	\$5000
Insurance	\$1500
Legal and accounting	\$4000
Training	\$1500
Marketing	\$1500
Other	\$4000
Total Expenses	\$26000

Projection

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total
Monthly Customers	4200	4500	4800	5100	5400	5700	29700
Cash in	Price of product	Price of product	Price of product	Price of product	Price of product	Price of product	
Product Cash Sales	Price of product times monthly customers	Price of product times monthly customers	Price of product times monthly customers	Price of product times monthly customers	Price of product times monthly customers	Price of product times monthly customers	
Another product cash sales	Price of product times expected customers	Price of product times expected customers	Price of product times expected customers	Price of product times expected customers	Price of product times expected customers	Price of product times expected customers	
Total Cash Intake	Product was sales + all cash sales	Product was sales + all cash sales	Product was sales + all cash sales	Product was sales + all cash sales	Product was sales + all cash sales	Product was sales + all cash sales	
Cash out expenses							
Rent/or website maintenance	\$ 1500	\$ 1500	\$1500	\$1500	\$1500	\$1500	\$9000
Payroll taxes	\$9500	\$9500	\$9500	\$11000	\$11000	\$11000	\$61500
Advertising	\$ 1000	\$ 1000	\$ 1000	\$ 500	\$ 200	\$ 200	\$3900
Products	\$2000	\$2000	\$2500	\$3000	\$3000	\$3000	\$15500
Misc. (telephone, internet, bank fees, etc) Subject to change.	\$ 2500	\$2500	\$2500	\$2500	\$2500	\$2500	\$15000
Total Cash Outgo	\$16500	\$16500	\$17000	\$18500	\$18200	\$18200	\$104900
Starting Cash	\$ 9 000	–	–	–	–	–	\$9 000
Ending Balance	\$13,940	\$9,920	\$11,400	\$14, 160	\$14, 160	\$15, 640	\$91, 120

When doing your projections

You are going to come up with how many customers you plan on servicing for your peak season 1-6 months and then you want to come up with your price points for each item. And add those together. How you see it done on the chart.

Next, you are going to start subtracting your expenses from your projections. And that is your final net income.

Repeat steps 1 & 2 for your second chart which should be your down season. Then calculate both charts and add them together

From there you want to decide if you plan on having a 2-5% increase every year. Anything more than that can raise a red flag to your micro lenders. 2-5% is a more logical increase to them

Now you want to calculate both 6-month projections together to get the total number for the year. Then you're going to take that number and multiply it by the 2-5% and that will be your projections for year two. Then you want to take year 2 and multiply it by 2-5% and that will be your projection for year 3.

Pro tip: once you go up you don't want to go back down.

Pro-tip: *Make sure your marketing strategy shows how you plan to increase your sales by 2-5% every year.*

Example

425,000 year 1
X 3%

438,250 year 2
X. 4%

465,720. Year 3

Use these last two pages to highlight your brand. Use this space to include textures and photos to help bring your vision to life.