



Name _____ Period _____ Date _____

BUSINESS PLAN

Directions: Complete the information in the following sections. Just do the best you can. Remember, this is a learning experience, so you are not expected to get everything perfect. Save the papers you do your figures on because frequently you have to refer back to them. When you have finished, you will have completed a business plan.

1. Ownership/management

Who will be the owner(s) of the business? _____
What related skills and/or experience does he/she have? _____
Who will be the manager of the business? _____
What related skills and/or experience does he/she have? _____

2. Description of the business

What will be the name of the business? _____
Do you have a logo? _____ If so, attach a copy to this paper.
What products will you manufacture? _____
and/or
What services will you provide? _____
When do you plan to start the business? _____
Will the business be seasonal? _____

3. Business facility

What will be the business address? _____
Is this address zoned to accommodate this type of business? _____
How much space can be devoted to the business? _____
Is that adequate? _____
What changes need to be made to accommodate the business? _____
Do these changes need to be made before you can start the business? _____
What are your plans for making these changes? _____



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4. Market

What group of people is your target market? _____

What geographical area does your market include? _____

Approximately how many persons are in that market? _____

What do you think will be your share of the market? _____

How will you market your product/service? _____

Do you plan to sell your product/service to a retailer? _____

Or, do you plan to be the retailer? _____

Have you done a market survey? _____

If so, summarize the results. _____

5. Competition

Who are your competitors? _____

What advantage(s) do you have over them? _____

What advantage(s) do they have over you? _____

6. Product and/or service costing/pricing

What will be the raw cost of the product? (materials only) _____

What will be the labor cost on the product? _____

How much overhead costs do you need to add? _____

(Overhead includes such things as rent, utilities, marketing or advertising expenses, insurance, office supplies and/or equipment, loan payments, etc.)

How much markup will you have? _____

What will be the retail price of the product and/or service? _____

What will be the wholesale price of the product and/or service? _____

How much profit will you have on each item and/or service? _____



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7. Personnel

Do you anticipate having to hire any employees during the first year? _____

If so, how many? _____

When do you expect to add employees? _____

8. Equipment

What equipment do you need to start the business? _____

How much of that equipment do you have now? _____

How much will you have to purchase? _____

How much will that cost? _____

9. Supplies

What supplies do you need to start the business? _____

How many of those supplies do you have now? _____

How many will you have to purchase? _____

How much will they cost? _____

10. Financial (capital) needs

How much money do you need to start? _____

Include: equipment needs, initial supply costs, business license, facility changes, and capital to operate for three months.

Will you need a loan to start? _____

Considering your markup per item or service and the amount of your business loan, how many items/services would you have to sell to break even? _____

How much would your gross sales need to be per month to meet your needs and expenses? _____



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BUSINESS PLAN - SUPPLEMENT A

Directions: Complete the information regarding the equipment and supplies needed to begin business below.

LARGE SEWING EQUIPMENT NEEDED:

<u>NAME OF EQUIPMENT</u>	<u>I HAVE IT</u>	<u>I MUST BUY IT</u>	<u>COST</u>	<u>COMMENT</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

SMALL SEWING EQUIPMENT NEEDED:

<u>NAME OF EQUIPMENT</u>	<u>I HAVE IT</u>	<u>I MUST BUY IT</u>	<u>COST</u>	<u>COMMENT</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____



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PRODUCT SUPPLY NEEDS:

NAME OF SUPPLY	I HAVE IT	I MUST BUY IT	COST	COMMENT
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

BUSINESS EQUIPMENT/SUPPLY NEEDS:

NAME OF ITEM	I HAVE IT	I MUST BUY IT	COST	COMMENT
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____



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BUSINESS PLAN - SUPPLEMENT B - PAGE 1

PRODUCT COST AND PRICING: (Wholesale)

	Wholesale Amount	Percent of Price
Direct Costs		
Fabric	_____	_____
Trimmings	_____	_____
Labor	_____	_____
Total Direct Costs	\$ _____	_____ %
Indirect Costs		
Design and merchandising:	_____	_____
Designer salaries, sample fabrics, cost of samples		
General administrative overhead:	_____	_____
Salaries, rent, utilities, insurance		
Sales commission	_____	_____
Trade discount	_____	_____
Markdown allowance, promotion, or other service to retailers	_____	_____
Shortages	_____	_____
Total Indirect Costs	\$ _____	_____ %
Total Costs	\$ _____	_____ %
Taxes	_____	_____
Profit	_____	_____
Wholesale Cost of Product	_____	_____ %



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BUSINESS PLAN - SUPPLEMENT B - PAGE 2

PRODUCT COST AND PRICING: (Retail)

	Approximate Cost Per Item	Approximate % of Price
Wholesale price to retailer	_____	_____
Allowance for markdowns (averaged among all products in stock)	_____	_____
Allowance for shortages and theft (averaged among all products in stock)	_____	_____
Salaries and expenses (averaged per garment):		
Sales persons	_____	_____
Merchandising, buying	_____	_____
Clerical and stock room	_____	_____
Advertising, display, promotion	_____	_____
Administrative	_____	_____
Employee fringe benefits	_____	_____
Overhead (averaged per item):	_____	_____
Total	\$ _____	_____ %
Taxes	_____	_____
Profits	_____	_____
Selling price will be:	\$ _____	_____ %
Markup is:	\$ _____	_____ %