



Name _____ Period _____ Date _____

FHA STAR EVENT DESIGN A BUSINESS PLANNING GUIDE

Name of business _____

This guide identifies categories that must be incorporated into a small business plan. Each category includes, but is not limited to, items to be considered in the plan development. Identify resources used to develop each category within the plan. Resources may include reference books, visits to city, county, and/or state offices, interviews, etc.

Items to Be Researched & Developed | Resources Used

1. Business Description <ul style="list-style-type: none"> • Services • Hours of operation • Philosophy statement • Population served (demographics) • Business feasibility • Community survey data 	
2. Facility <ul style="list-style-type: none"> • Space • Description • Utilities • Emergency procedures 	
3. Organizational Chart <ul style="list-style-type: none"> • Job titles • Tasks 	
4. Funding for Business <ul style="list-style-type: none"> • Methods/sources • Fee structure/income 	
5. Budget <ul style="list-style-type: none"> • Income • Expenditures • Financial procedures • Taxes 	



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6. Forms/Records

- Financial
- Personnel

7. Staffing

- Hiring procedures
- Salaries and benefits
- Policies and procedures
- Evaluations/appraisals

8. Laws, Regulations, Codes

- Health
- Fire
- Insurance
- Zoning
- Local, county, state codes

9. Supplies and Equipment

- Suppliers
- Inventory
- Maintenance and repairs
- Replacement

10. Advertising/Recruitment

- Advertising plan
 - Sample ads
 - Plan for recruiting customers/clients
 - Special events
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