Entrepreneurship Work Term - Business Plan Guidelines

Please expand and elaborate on the questions below.

1. Your Product or Service
   a. State your company’s mission
   b. What is it your product or service?
   c. How does it work?
   d. What is your competitive advantage?

2. The Business model
   a. How do you make money?
      i. Contracts
      ii. Subscriptions
      iii. Hourly/fee for service

3. The Market
   a. Who is your target customer?
   b. How do you reach and advertise to them?
   c. How big is your market? Outline it using a diagram (Appendix 1)

4. Competition
   a. Who are the major players?
   b. How does their product compare to yours? Outline this using a Competition Chart (Appendix 2)
   c. Positioning Diagram (Appendix 3)

5. Operations
   a. How the product or service will be provided (Operations Blueprint – Appendix 4)
   b. What skills or resources you need to be operational

6. Finance (monthly income statement – Appendix 5)
   a. Revenue/Sales forecast
   b. Expenses
   c. Start-up capital (what MUST you buy to start - this excludes regular expenses)

7. Timeline & Goals
   a. Overall goals & key activities each month - See diagram (Appendix 6)
   b. Monthly goals
### Appendix 1

![Pie Chart Image]

### Appendix 2

<table>
<thead>
<tr>
<th>Does the iPad Cost Too Much?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>price</strong></td>
</tr>
<tr>
<td><strong>screen</strong></td>
</tr>
<tr>
<td><strong>storage</strong></td>
</tr>
<tr>
<td><strong>input</strong></td>
</tr>
<tr>
<td><strong>multi-tasking</strong></td>
</tr>
<tr>
<td><strong>multi-function</strong></td>
</tr>
<tr>
<td><strong>connectivity</strong></td>
</tr>
</tbody>
</table>

* The iPad allows certain apps, such as mail, to function in the background.

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Appendix 3

Positioning of Different Bar Soaps

Nondeodorant

High moisturizing

Dove

Tone

Lux

Lava

Low moisturizing

Lever 2000

Safeguard

Dial

Lifebuoy

Note:
Fit Axes relevant to your industry

Appendix 4

Receive orders

Picking goods

Transferring goods

Transferring pallets

Pallet packing

Shipment assembling
### Appendix 5

<table>
<thead>
<tr>
<th>Sales</th>
<th>Month</th>
<th>YTD (6 mo.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Purchases</td>
<td>3,000</td>
<td>17,000</td>
</tr>
<tr>
<td>- Wages</td>
<td>2,500</td>
<td>14,000</td>
</tr>
<tr>
<td>- Rent</td>
<td>1,000</td>
<td>6,000</td>
</tr>
<tr>
<td>- Insurance</td>
<td>200</td>
<td>1,200</td>
</tr>
<tr>
<td>- Utilities</td>
<td>500</td>
<td>2,000</td>
</tr>
<tr>
<td>- Payroll Taxes</td>
<td>600</td>
<td>3,600</td>
</tr>
<tr>
<td>- Advertising</td>
<td>500</td>
<td>3,000</td>
</tr>
<tr>
<td>- Depreciation</td>
<td>500</td>
<td>3,000</td>
</tr>
<tr>
<td>- Accounting and Legal</td>
<td>200</td>
<td>1,200</td>
</tr>
<tr>
<td>- Other Expenses</td>
<td>500</td>
<td>3,000</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>9,500</td>
<td>54,000</td>
</tr>
<tr>
<td>Profit (also called Earnings or net Income)</td>
<td>$500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

### Appendix 6

For further information, please contact your Co-op Coordinator.