

Application Form for Business Plan Competition-2024

(Please read the attached Guidelines thoroughly before filling up the
Business Plan Template for the Business Plan Competition-2024)

Business Plan

[Insert Date]

Company name
Street address 1
Street address 2
City, state, ZIP
Business phone
Website URL
Email address

I. Executive Summary

(Write after you've completed the rest of the business plan.) For guidance read the Section I of the attached Guidelines.

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2. Company Description Worksheet

Business Name	
Company Mission Statement	
Company Philosophy/ Values	
Company Vision	
Goals & Milestones	1. 2. 3.
Target Market	
Industry/ Competitors	1. 2. 3.
Legal Structure/ Ownership	

3. Product & Service Description Worksheet

Business Name	
Product/ Service Idea	
Special Benefits	
Unique Features	
Limits and Liabilities	
Production and Delivery	
Suppliers	
Intellectual Property Special Permits	
Product/ Service Description	

4. SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering				
Brand/ Marketing				
Staff/HR				
Finance				
Operations/ Management				
Market				
Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.				
Based on the information above, what are your immediate goals/next steps?				
Based on the information above, what are your long-term goals/next steps?				

5. Competitor Data Collection Plan

Price		
Benefits/Features		
Size/profitability		
Market strategy		

Once you've identified your major competitors, use the Competitive Analysis Worksheet on the next page to compare your business to theirs.

6. Competitive Analysis Worksheet

For each factor listed in the first column, assess whether you think it's a strength or a weakness (S or W) for your business and for your competitors. Then rank how important each factor is to your target customer on a scale of 1 to 5 (1 = very important; 5 = not very important). Use this information to explain your competitive advantages and disadvantages.

FACTOR	Me	Competitor A	Competitor B	Competitor C	Importance to Customer
Products					
Price					
Quality					
Selection					
Service					
Reliability					
Stability					
Expertise					
Company Reputation					
Location					
Appearance					
Sales Method					
Credit Policies					
Advertising					
Image					

7. Marketing Expenses Strategy Chart

	Target Market 1	Target Market 2	Target Market 3
One-Time Expenses			
Monthly or Annual Expenses			
Labor Costs			

Download the [Annual Marketing Budget Template](#). Using the information you've gathered, create your annual marketing budget.

8. Pricing Strategy Worksheet

Business Name		
Which of the following pricing strategies will you employ? Circle one.		
Cost Plus <i>The costs of making/obtaining your product or providing your service, plus enough to make a profit</i>	Value Based <i>Based on your competitive advantage and brand (perceived value)</i>	Other:
Provide an explanation of your pricing model selection. Include strategy info on your major product lines/service offerings. List industry/market practices and any considerations to be discussed with your mentor.		

9. Distribution Channel Assessment Worksheet

	Distribution Channel 1	Distribution Channel 2	Distribution Channel 3
Ease of Entry			
Geographic Proximity			
Costs			
Competitors' Positions			
Management Experience			
Staffing Capabilities			
Marketing Needs			

10. Management Worksheet

<p>Bio/s</p>	
<p>Gaps in Management or Experience</p>	
<p>Advisors</p>	

II. Organization Chart

