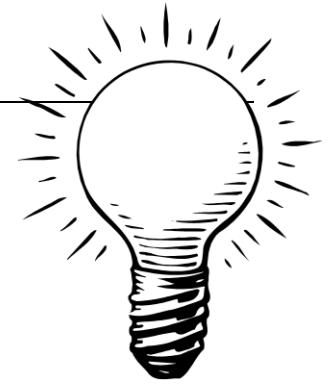


BUSINESS PLAN PROJECT – THE IDEA



Today, you will start planning your new business venture. The first step is to complete the information in the spaces below. Then you'll start putting together a PowerPoint overview of your business, based on this initial information.

Business Idea

Briefly describe your business idea.

Business Name

What will you name your business?

Business Slogan

Think how you would communicate what your business does. What sort of motto or slogan would you write for your business?

Academic and Work Qualifications

Describe any academic and work qualifications that you have that relate to your new business.

Personal Characteristics and Skills

Describe any personal characteristics and skills that you have that relate to your new business.

BUSINESS PLAN PROJECT – THE IDEA

Background

How did you come up with this idea? What PROBLEM does your business solve? Who is your TARGET MARKET? Be specific.

Supply and Demand

What factors will influence the demand for your product or service?

- Think about the business that you would like to start. What factors will influence the demand for your product or service? What factors will influence the supply for your product or service?

Type of Business

What type of business will you start? Based on what you know about the different types of businesses, which is the type of business you will start? Why are you choosing this type of business?

- Manufacturing
- Wholesaling
- Retailing
- Service

Type of Business: _____

Why? _____

Location

Where will you locate your business? Do some research and find a real location that you can establish your business. You will need to set it up in the Cincinnati area, but think about where in the city ... neighborhood, street, area, etc.
