

# Youth in Business Competition

## Step 3: Business Plan

Please complete the following steps and return your business plan package no later than February 22, 2019. You may mail to SHACC, 606 Phillips St. South Haven, MI 49090 or e-mail completed package to [Director@SouthHavenMI.com](mailto:Director@SouthHavenMI.com)

### Cover Sheet

1. Company name, city, state, zip
2. Owner's name, e-mail address
3. Company logo
4. Date

### Table of Contents

#### Company Introduction

1. Mission and vision
2. Product or business description
3. Competitive advantage (what's different or better than competition)
4. Hours of operation, location description and attributes (if applicable)

#### Marketing and Sales

1. Customers
  - a. Description of target market (ideal customer profile- demographics, characteristics)
  - b. Geographic area of market (where are customers located)
  - c. Problem solved or need filled for the market by this product or service
2. Competition
  - a. Direct and indirect competitors (who, what, where)
  - b. Market share of competitors if known
3. Marketing/Sales Plan
  - a. Marketing and sales objectives
  - b. Pricing of product or service
  - c. Marketing plan (advertising, promotion and publicity plan, including approximate budget/costs for 1 year)

#### Management and Operations

1. Management team (owner, officers- including responsibilities of each)
2. Other key personnel to be recruited (accounting, IT, marketing, sales, legal, etc.)

#### Financials

1. List your primary sources of business income
2. List your primary business expenses (insurance, rent/mortgage, staffing, marketing, equipment, building upgrades, etc)

**BUILDING A VIBRANT & PROSPEROUS COMMUNITY**

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