

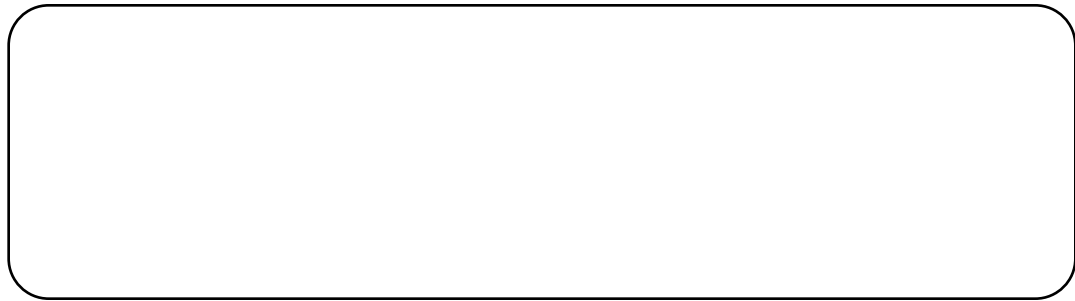
Business Plan Activity

Guide Questions:

1. What type of business do you want to establish? (As much as possible, it should be related to education and training)
2. What are your plans for your business?

Kindly fill in the blanks with your data.

Name of Business and Logo



I. The Business

A. Description of business

B. Product/Service

C. Location of business

II. Marketing Plan

A. SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

B. Sources of Merchandise (Where are you going to obtain the items? Are you going to buy finished goods or do you want to make them or you are going to do both?)

C. Pricing

ITEMS	QUANTITY	PRICE (COST)	15% COST PRICE	SELLING PRICE

D. Competitors

E. Promotion (What will you do to promote your business, store, or products?)

F. Channel of Distribution (How are you going to deliver them?)

Here are some examples:

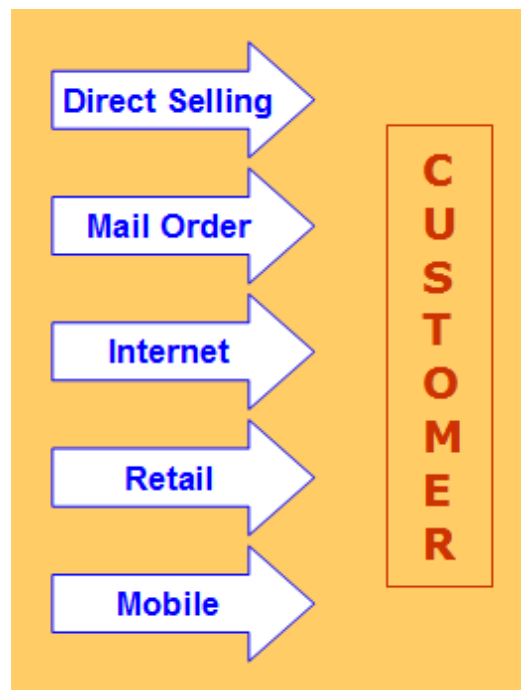
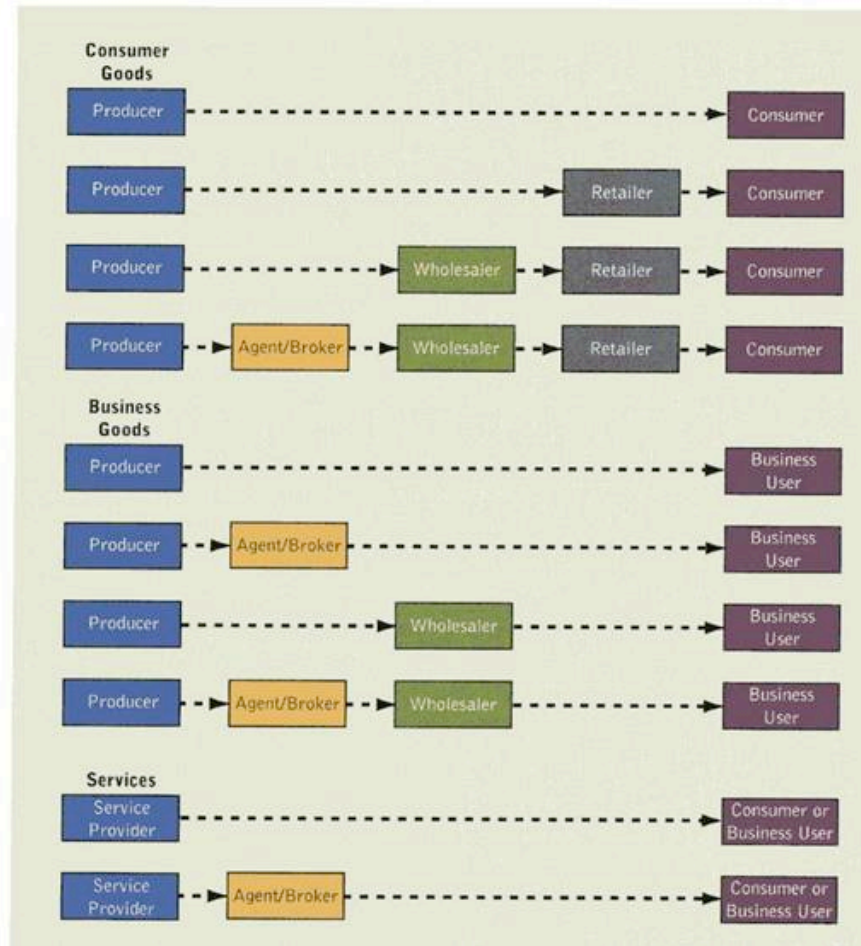


FIGURE 15.2
Alternative Marketing
Channels



III. Financial Plan

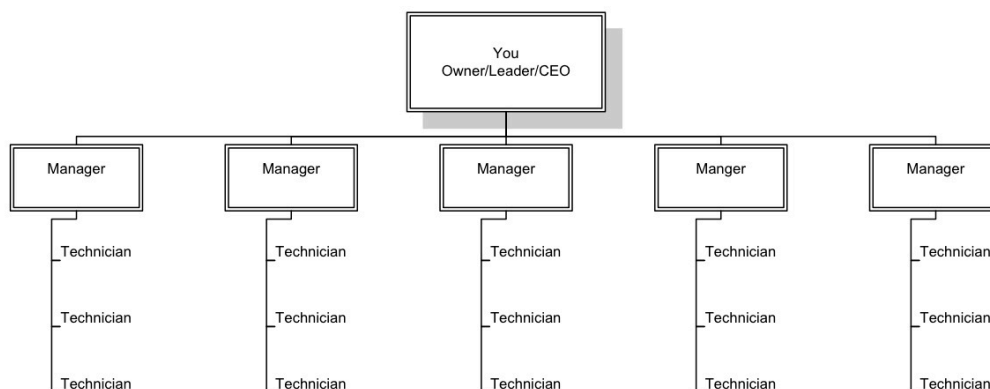
A. Sources of fundings (Where will you get your initial capital for your micro or small business?)

B. Supporting documents (What are the documents required for your business -- license, permits, etc.?)

IV. Production Plan (If ever you are going to produce your items, what equipment, tools, and raw materials are you going to need? What is your initial target quantity? (1 dozen, 50 pieces, 100 pieces etc.)

V. Organizational Plan (Organizational chart, duties and responsibilities of staff)

Example:



VI. Management Plan

A. Goals and objectives (Employee motivation, how to increase profit)

When you act as your small company's owner and manager, it's important to have a set of management goals and objectives. Setting benchmarks for your company is dire if you want to grow. While you have a number of goals and objectives to shoot for as the manager, there are a few that stand out if you want to achieve a successful and smooth-running business. (<http://smallbusiness.chron.com/management-goals-objectives-4701.html>)

B. Business policies for customers (Customer satisfaction)

C. Store policies for employees (If you are going to have a retail outlet)

D. Other policies or programs (Refer to Lardizabal and Diaz for food business, setting up a preschool, and dormitory/boarding house as samples)