



CALIFORNIA
SBDC

Small Business
Development Centers
Los Angeles Regional Network

hosted by **Santa Monica College**
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Name:

BASIC BUSINESS PLAN WORKSHEET

COMPANY NAME

SERVICES

MISSION STATEMENT

VISION STATEMENT

COMPANY VALUES

POSITION STATEMENT

Company Name: _____

MAJOR STRATEGIES

Strategies are the end goals and the means for achieving those goals. The strategies can be extracted from your mission and vision statements, as ultimate objectives your company is striving to achieve. These can be categorized within a timeframe as 90-day, 1 year and 3 year strategies, and from them action plans can be developed as a roadmap to achieve those objectives.

90-Day:

1 Year:

Company Name: _____

MARKETING

A. List three characteristics/demographics of your target market.

[use another sheet, if you are targeting multiple markets]

- 1) Age range: _____ - _____
- 2) Gender: Male _____ Female _____
- 3) Where they are located: _____
- 4) Their income and/or revenue range: \$ _____
- 5) Other: _____

B. List three ways of advertising to reach your target market.

- 1) _____
- 2) _____
- 3) _____

C. How do you want to use the internet?

- 1) _____
- 2) _____
- 3) _____

D. OTHER?

Company Name: _____

BUDGET

Include a budget of expenses to start-up and if possible a 6-12 month projection of expenses and income for your business.