

BUSINESS PLAN

Executive Summary

The Ownership

The company will be structured as a sole proprietorship.

The Management

The Goals and Objectives

The Product

The Target Market

Pricing Strategy

The Competitors

Business Plan - _____

The Company

Business Sector

The owners would like to start a business in the retail sector.

Company Goals and Objectives

Company Ownership Structure

The company will be structured as a sole proprietorship.

Ownership Background

_____ (Owner):

Company Management Structure

Organizational Timeline

Company Assets

The Product

The Product

Marketing Plan

The Target Market

Pricing

Advertising

Competitor Analysis

The Competitors

Staffing

_____ will employ one full-time employee in the initial startup phase.