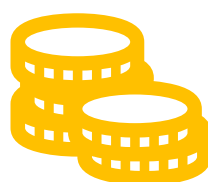
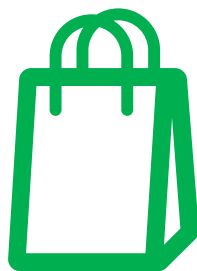


## What is a business plan?

A business plan describes an idea for a product or service and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a profit.





## **Marketing**

Who will be your customers? Are they adults? Kids? Teens? Men? Women?  
Where do they live? What do they like and dislike? Describe your target customer with as much detail as you can.

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**Where will you sell your product/service?**

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**How will you spread the word about your business?**

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**What is the name of your business? Is it catchy/cool?**

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**How much will it cost to make and sell your product?**

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**How much will you sell your product for?**

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**What will be your profit?**

**Price of item** \_\_\_\_\_

**Cost of item to make** \_\_\_\_\_

**Profit =** \_\_\_\_\_