



Sample Business Plan:

Goal/Objective #1: To get into the commercial website design business and make a small profit during my first year of business.

Means of obtaining this goal:

- Minimize startup costs
- Operate with minimum number of employees (just me).
- Salaries to be modest
- Operate within a limited geographical area

Goal/Objective #2: Charge reasonable rates

- Research competition's rates
- Research my cost of operation
- Provide quality and prompt service
- Offer discounts for multiple order clients

Goal/Objective #3: Expand my services and geographical area

- Invest in a modest advertising program
- Offer new services via my website
- Add a video camera and offer web-based videos
- Pick up two corporate or industrial accounts

Goal/Objective #4: Provide weekend service for emergency business

- Have cell phone for off-hour calls and list number prominently.
- Split hours with part-time employee
- Advertising my 24 hour/weekend service
- Off-hour calls will pay premium prices

Business Plan Worksheet

The name of my business is:

I am going into (or continuing) business because:

I want to achieve the following goals (see preceding goals worksheet)

I expect to reach these goals by:

My first business goal is:

My second business goal is:

My third business goal is:

My personal objective in starting (or continuing) this business is: