



Social Media Marketing for Business and Nonprofits
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Business Plan Worksheet

Part I – Defining Your Business

1. Name of your business:

2. Describe your business or the one you want to start:

3. What services or products will you offer?

4. Explain why you chose this business:

5. What are the skills you bring to the business?

6. What are your goals for the business?

7. What is your action plan to achieve your goals?

Business Plan Worksheet

Part II – Defining Your Market and Your Competition

8. Who is your customer? Describe them in as great a detail as possible.

9. How do you know who your customer is?

10. Describe any market research by industry experts or any research you have done.

11. How will your market grow or change over the next few years?

12. Who are your competitors?

13. Identify your competitors' strengths and weaknesses.

14. How does your product/service compare in price, quality etc.?

15. What advantages does your business have over your competitors?

Business Plan Worksheet

Part III – Selling Strategy

16. How will you sell your product or service?

17. What is your pricing strategy?

18. How will you advertise/market?