

**\*SAVE DOCUMENT BEFORE EDITING\***

## Start-Up Cecil Teen Business Plan Outline

1. Business Name:
2. Describe yourself and what will make you a good entrepreneur.
3. Describe the service you will provide or the product you will sell.

4. What is the need being met by product you are selling or the service you are providing?

5. Who will buy your service/product? Describe your customers in detail.

6. Identify any necessary permits/licenses you may need for your business.

7. How will your customers learn about your business? Describe your marketing plan.

8. List and describe your competition.

9. What will you charge and why that price?

10. What makes your business better than the competition?

11. How can you get customers to keep buying your product or using your service?

12. The project will be successful when it achieves these goals:

a. Number of customers?

b. Monthly net income?

13. Estimate your start-up costs with list of each expense.

EXPENSE	COST
	<b>TOTAL:</b>



**Month 2 Money Coming In (Revenue)**

Customer	Service Provided or Units Sold	Cost
		<b>Total:</b>

**Month 2 Money Going Out (Expenses)**

Expense	Cost
	<b>Total:</b>

**Revenue - Expenses = Monthly Cash Flow**

\_\_\_\_\_ - \_\_\_\_\_ = \_\_\_\_\_

**Month 3 Money Coming In (Revenue)**

Customer	Service Provided or Units Sold	Cost
		<b>Total:</b>

**Month 3 Money Going Out (Expenses)**

Expense	Cost
	<b>Total:</b>

Revenue - Expenses = Monthly Cash Flow

\_\_\_\_\_ - \_\_\_\_\_ = \_\_\_\_\_



**EXAMPLE: Landscaping Business Month 1: Money Coming In (Revenues)**

<b>Customer</b>	<b>Service Provided</b>	<b>Cost</b>
Customer 1	Lawn Mowing	50.00
Customer 1	Weeding	5.00
Customer 2	Lawn Mowing	25.00
Customer 3	Weeding	10.00
Customer 4	Weeding	15.00
Customer 4	Lawn Mowing	40.00
Customer 4	Laying mulch	20.00
<b>TOTAL</b>		165.00

**Landscaping Business Month 1: Money Going Out (Expenses)**

<b>Expense</b>	<b>Cost</b>
Gas for Lawn Mower	30.00
Purchase of Work Gloves	10.00
<b>Total</b>	40.00

**Revenue - Expenses = Monthly Cash Flow**

$$165.00 - 40.00 = 125.00$$