

Micro Business Plan Writing Exercise

TOPIC 1: The Company

QUESTIONS: A. Why are you starting this business? B. Who are the players? C. What assets do they bring to the business? D. What business / industry contacts and experience do they have?

	Short Answer	Long Answer
A		
B		
C		
D		

TOPIC 2: The Product or Service

QUESTIONS: A. What do you sell? B. What's the benefit, problem solution, trust factor or fun factor that you offer? C. How's the industry doing?

	Short Answer	Long Answer
A		
B		
C		

TOPIC 3: The Marketing Plan

QUESTIONS: A. Who's the target market? B. Why should they buy from you? C. How will you reach them? D. Who's your competition or alternative?

	Short Answer	Long Answer
A		
B		
C		
D		

TOPIC 4: The Financial Plan

QUESTIONS: A. How much money do you think you need? B. Where will 80 percent of the money come from? C. What's the return on investment?

	Short Answer	Long Answer
A		
B		
C		

TOPIC 5: Initial Start-up budget

Sources and Uses of Funds

SOURCES_____	Funds Raised_____	USES_____	Funds Spent_____
Your Savings		Advertising	
Your Credit Cards		Beginning inventory	
Your Retirement Savings		Building Construction	
Your Home Equity		Cash (Working Capital)	
From sale of your assets		Insurance	
Partners / Investors		Lease payment	
Family		Licenses, fees, permits	
Friends		Professional fees	
Loans		Remodeling	
		Signs	
		Other	
TOTALS			

TOPIC 6: Reality check

QUESTIONS: A. Do you have enough money? B. Do you have the experience? C. If you have partners, do you have a partnership agreement w/buy-sell agreement & non-compete clause? D. What's your exit strategy?

	Short Answer		Short Answer
A		B	
C		D	