BUSINESS PLAN PROPOSAL
MANAGEMENT 491

A ONE PAGE TYPED AND DOUBLE-SPACED DOCUMENT.

1. Use the cover page found on the 491 folder of the S-drive. Type the information asked for except for signatures. I need first & last names of each team member.

2. Explain the type of business: on-line organic food retail, etc. Are you planning to buy a franchise, start your own franchise, buy an existing business or will it be a start-up?

3. Explain why you have selected this business idea, what your interest(s) in the business or industry is.

4. Define your vision: how are you going to grow the business beyond the first stage “mom & pop” level?

5. Explain what information and external sources you are planning to utilize in order to research and develop the feasibility study portion of the planning process.

6. Briefly explain how you plan to fund the start-up and what sources of external capital you plan to utilize.

7. Summarize and add any other points of interest that you wish to add.

The paper should be in a narrative format. However, if you wish to bullet-point some items that would be fine.

You will want to discuss your business plan proposal with your assigned mentor. The assigned mentor's name and contact information will be provided the first day of class.

Prior to developing the proposal paper, review the “Criteria for Business Plans” found on the following page. The Criteria for Business Plans will constitute part of the grading rubric for the written business plan as well as your business plan presentation.
CRITERIA FOR BUSINESS PLANS

When developing your business idea, you and your business partner must consider the following points regarding your final business plan and presentation.

1. The business idea must be doable and realistic. Your assigned mentor can assist you in evaluating this aspect of your business idea.

2. The business proposal must have value to the community. Your assigned mentor can also assist in evaluating the value of the proposal.

3. Your proposed venture must also have the ability to attract external funding sources.

4. Your venture must also be complex enough to address the course requirements. This means that your feasibility and marketing analysis must be in-depth plus, your financial pro-forma statements must be realistic as well as complete.

5. In addition to feasibility and marketing plans, complete industry and competitor analysis must be included.

6. Define how you plan to use technology in terms of operations, marketing, data analysis or other uses of technology that you might incorporate into your business.

7. In addition to showing sustainable profits over time, define what form(s) of social and environmental sustainability that you plan to build into your business model.

8. Your five-year financial projections must include the following:
   - Income statements for the first year done monthly with a year end total column. The second and third years will be done quarterly with a year end total. The fourth and fifth years will be annual only.
   - Cash flow statements will follow the same pattern as the income statements. Balance sheets will be done on an annual basis except for the first year which will have a beginning balance sheet and an ending balance sheet. Appropriate financial ratios must be presented at each stage of the business.

9. Your business plan must include an Executive Summary, a table of contents, a reference page and appropriate appendices (if applicable).

10. Appropriate business writing standards must be adhered to.