

## Business Plan

- Describe the business we plan to purchase or start:
- Describe the marketplace, conditions, competition and our competitive advantage
- Describe the skills we have to run, improve and make the business a success
- Describe how we plan to run, improve and make the business a success including any sales and marketing strategies
- Estimate projected growth (i.e. add 1 new location in 12 months? etc.)
- Closing statements

### **Also** include:

- **Assumptions** to projections (provide a clear understanding of how you arrived at the specific income and expense numbers you are providing: i.e interviews with franchisees in area, interview with Franchisor, average persons a day, average sales per person, average income per sale. How did you get your expenses, are they mirrored off an existing location with similar demographics. Also, explain the demographic makeup of the area and how our concept fits)