



### Informal Business Plan Worksheet

A plan is an important part of any business, whether you are starting up or if you are an established business. A plan gives you the opportunity to reflect on your business and the reasons why you want to be a business owner. A plan explains: who (is the business), what (does it provide), when (time, dates, etc.), where (market, location, etc.), why (you are in the business), how (do you provide your products/services) and how much (revenue do you bring (or will bring) and how much investment do you need. An informal plan is 1-3 pages long and should provide clear information about your goals, support your case of requesting a loan from ACCION, and provide answers to the questions below.

<b>1. INTRODUCTION</b>
<i>Describe who you are, your business name, and how much funding you need along with what the funding will do to grow your business.</i> <b>Example: San Angela and Jim Beal are owners of Delight, Delight! And are requesting a business loan for \$10,000 from ACCION that will help us purchase a mixer and stove top for our restaurant.</b>
<b>2. BUSINESS DESCRIPTION</b>
<i>(a) What is the name of your business? Do you have a logo, mission, vision and/or tagline? If so, please provide. (b) What date was the business established? If start-up, what is your projected date? (c) Where are you located? Provide the address of your residency and business. (d) What legal structure is your business? (DBA, LLC, Sole Proprietor)</i> <b>Example: Delight, Delight! is a unique confectionary store that brings local candymakers and bakers of sweets under one space so customers can purchase their products in one location. Delight, Delight! utilizes pink and brown color palettes, has a logo designed in house, and tagline is "sweets that satisfy". Delight, Delight was established in November 2003 as a DBA in Bexar County and is located at 225 W. Poplar (commercial).</b>
<b>3. MANAGEMENT AND OPERATIONS</b>
<i>(a)Who are all the owners? (b) Who manages/will manage the business? (c)Provide any other key information (advisory board, key sales persons, etc.)(d) Provide the days/times the locations are open along with any other sales opportunities. <b>Example: Delight, Delight is owned by San Angela (51%) and Jim Dell (49%). The two manage the inventory, sales, purchases equally daily. Delight, Delight also has a regional sales team with one key staffer and has an advisory board made up of experts, supporters, and friends to grow the business. The business has the retail location open Monday-Saturday 9-11 a.m. and an active website (24-7) where customers can order their treats online. Delights, Delights! also attends farmer markets and trade shows for sales.</b></i>

#### 4. PRODUCTS AND SERVICES

(a) List your products and services (attach your menu, brochure etc.) and include the price for each product and service. (b) Provide information or packages that will help determine the cost of goods or services sold. **Example:**

#### 5. INDUSTRY & COMPETITION

(a) Describe the industry your business is in (restaurant, entertainment, fitness, cleaning, etc.) and it's trends (is there high demand/saturation). (b) Describe what market your business serves (city, region, state, online) (c) List your competition and why (d) Based on the industry and competition describe how your business is unique and competitive. **Example:**

EXAMPLE: Competition Table			
Business	Location	Products / Services	Price Range
<i>Name of your competitor</i>	<i>Include full address</i>	<i>List the products and services the business offers</i>	<i>List price ranges for the products and services offered</i>

#### 6. CUSTOMERS

(a) Does your business serve business clients, consumers, both? (b) What does your customer/potential customer look like (create a profile of who your business serves including lifestyle, disposable income, education, etc. (c) Describe your current customers and sales and any trends. **Example:**

## 7. MARKETING AND SALES STRATEGIES

(a) How do/will you promote your products/services to create sales? (b) What type of advertising/marketing strategies are you using? (c) How will you generate sales? (d) How much do/will you spend on marketing and sales? **Example:**

## 8. FINANCIAL PLAN

(a) Provide a budget for the use of funds. (b) Provide a budget of your personal and business budgets on a monthly basis (fixed and variable costs). (c) Provide your profits/losses (earnings) for the past 3 years on your income taxes. (d) What are your current and past sales and projected monthly sales/revenue. **Example:**