**Business Plan Template**

School-Based Enterprises

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| **Business Description** |
| Name of School-Based Enterprise |  |
| Goals and objectives of the business |  |
| Affiliation with cocurricular or extracurricular school activities |  |
| Purpose or mission of the business |  |
| Who are your customers? |  |
| **Products and Services** |
| List of products and services to offer |  |
| What need or want will your product(s) or service(s) provide for your target customer? |  |
| Investigate other SBEs within the school or district |  |
| Where will you buy products? |  |
| **Sales and Marketing** |
| Identify your target customer |  |
| Who will your main competitors be? |  |
| How will you price products? |  |
| How will you promote the SBE? |  |
| **Operating Requirements** |
| Size and location of business |  |
| What permits or licenses apply to the SBE? |  |
| Equipment needed |  |
| Management and student employees |  |
| Hiring and employee policies |  |
| Operating days and hours |  |
| **Financial Management** |
| Projected start-up expenses total |  |
| Projected monthly sales goals |  |
| Projected profit for each item |  |
| Additional funding needed |  |