



School-Based Enterprises: Business Template Plan

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?	



Operation 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	

Adapted from NTACTION's School-Based Enterprises Toolkit