



NORTHWEST ARKANSAS

Business Plan Outline

Business plans submitted for the competition should include each of the following sections. Much of this information will come from the student journals or workbooks. Feel free to summarize the information. Remember that you want it to make sense, to be accurate, and to show how successful your business was. Since this is submitted after your experience, you can write in past tense. Be sure to use correct grammar as this represents your company!

1. Cover Page: Include the name of business/stand, name of founders, and contact information. A photo or graphic is nice.
2. Executive summary: This is in a nutshell why you created the business and what you hoped to accomplish. Include your goals here. Were they accomplished?
3. Description of the business: What did you sell? What was the location of your stand? Tell us about your product. How was it different from other lemonade stands or products? What was your brand?
4. Description of the market: Who did you think would buy your product? To whom did you market your product?
5. Marketing Plan: How did you get people's attention? How did you convince them to buy your product? How did you advertise your product?
6. Financial Information: How much money did you borrow? Who was your investor? How much lemonade did you sell and at what price? What was the resulting revenue? Did you repay your investor? What was your profit? Did you give some to charity? What did you do with the remainder of the profits?
7. Self-Evaluation: Tell us about running your business! What did you learn? What did you do well? What will you do differently next time? Do you want to be an entrepreneur some day?