



Entrepreneur Youth Challenge 2010 Project Outline

The following is a recommended outline for developing a comprehensive a business plan. This outline can be used as a guideline for developing teams for the competition, assigning areas of responsibility in those teams, and for the development of the business plan itself. Mentors can also be assigned to help teams/individuals upon request.

I. Business/Product/Service

- | | |
|---------------------|--------------------------|
| A.) Name | D.) Description |
| B.) Logo/Image | E.) Model and/or Display |
| C.) Color and theme | F.) Overall Cost |

II. Management Structure

- | | |
|-----------------------------------|-------------------------------------|
| A.) CEO – Chief Executive Officer | C.) CFO – Chief Financial Officer |
| B.) COO – Chief Operating Officer | D.) Director of Sales and Marketing |

III. Market

- Who is the customer?
- Where is the customer and how many are there?
- Who is the competition?
- Sales and marketing materials, brochure, business cards, etc.
- Sales and marketing strategies

IV. Operations

- | | |
|-------------------------|-----------------------|
| A.) Facilities/location | C.) Facilities Layout |
| B.) Hours of operation | D.) Staffing |

V. Finance

See attached sample cash flow spreadsheet

A.) Revenue

1. Products or Services
2. Product/Service Pricing
3. Quantity of sales, each
4. Total revenue per year

B.) Expense

1. Labor cost
2. Product Cost/Cost of Goods
3. Debt service or lease cost
4. Insurance
5. Marketing budget
6. Supplies
7. Utilities

