

Submit your plan for a free evaluation to:

veteransccsd@gmail.com

NAME OF COMPANY

The Company	Who you are: Company Name, location, Benefits and or Problems you solve
The Product	Describe product in a Clear and Simple Way – (Use Conversational Language) for example: <i>Company provides accounting services to Nonprofits</i>
The Area Potential & Competition	Number of companies with same or similar product/service <ul style="list-style-type: none">• Identify: How these companies promote their product/service• Identify: How much these companies charge for the product/service
(WHO) Customer Demand	Who is your Primary Customer – Those who are <u>Most likely</u> to use your product/service? <ol style="list-style-type: none">1. How Many potential customers are there in the Focus area?2. How Much Money do they usually spend on similar products?3. How often do they Purchase these type of products
Promotion	<ol style="list-style-type: none">1. Initially: Use similar promotion strategies as your competition, but highlight one aspect that makes you better than the competition (Price, quality, delivery, etc.)2. Establish a simple Promotion Calendar (Monthly with expected outcomes)
Financial - BUDGET	<ol style="list-style-type: none">1. What is you Annual Sales goal?2. Identify the number of Units/ or hours of service needed to meet your annual goal.

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