

RURAL ENTREPRENEUR NETWORK

Education, Training, and Resources for New Rural Businesses

Business Plan – Short Form

1. Describe Business (include products/services that will generate revenue):

2. Describe Customer (include reference to gender, age, family size, where they are located, and whether they are a consumer/business):

3. Discuss Reach and Distribution to Customer:

How will customers will learn about your product: _____

How/where will your product be physically transferred to customers: _____

4. Identify Competition:

Who: _____

How is your product different and better than competitive products: _____

5. Indicate Operations and Management (name who will be responsible for each of the following business aspects: production, marketing, distribution, and accounting):

Production: _____ Marketing: _____

Distribution: _____ Accounting: _____

6. Provide Basic Financial Information:

- Year One Unit Volume and Pricing = Revenue = \$ _____
- Capital Costs (start up equipment, property purchase, etc.) = \$ _____
- Year One Operations Costs (salaries, gasoline, advertising, etc.) = \$ _____
- Unit Costs (direct cost per unit produced) = \$ _____ per unit
- Year One Profit Projection (Revenue – Costs) = \$ _____