

# Core Business Plan Inputs

- What service or product does your business provide and what needs does it fill?
- Who are the potential customers for your product or service and why will they purchase from you?
- How will you reach your potential customers?
- What are your product costs per unit, operating costs and capital costs along with projected volume and price per unit? (Will need to roll these up monthly for three years in a business plan.)
- Where will you get the financial resources to start your business?