

WORKSHEET 2:

START-UP COSTS

Start-up costs are those expenses that you will incur before your business opens. They vary according to the type of business, but this worksheet will help you begin the process of assessing your financial needs so that your venture is not undercapitalized at the outset.

Land \$ _____

Building (Facility/location expense and/or Deposit, office or building lease) \$ _____

Renovations (Decorating/remodeling/build-out) \$ _____
(Changes in facility required for business operation)

Furniture/fixtures

Cost of Furniture/fixtures \$ _____

Installation of furniture/fixtures \$ _____

Total Furniture/fixtures \$ _____

Equipment (Production, office machines, security, etc.)

Cost of Equipment \$ _____

Installation of Equipment \$ _____

Total Equipment Expense \$ _____

Initial inventory (Stock, supplies for manufacturing) \$ _____

Advertising and promotion (Business cards, stationery, brochures, grand opening)

Advertising Expense \$ _____

Signs (Vehicle, interior and exterior for facility) \$ _____

Total Advertising and promotion \$ _____

Organizational Expense:

Licenses, permits and fees \$ _____

Legal/professional services \$ _____

Training/Certification \$ _____

Franchise Fees \$ _____

Total Organization Expense \$ _____

Miscellaneous Start-up Expense:

Utilities/Telephone (Installation and deposits) \$ _____

Websites/ISP Account \$ _____

Office Supplies \$ _____

Insurance \$ _____

Total Miscellaneous Start-up Expense \$ _____

Working capital

(Cash reserve for early months of business before sales are sufficient to pay bills)

Other _____ \$ _____

Total Start-up Costs \$ _____

WORKSHEET 3:

MONTHLY OPERATING EXPENSES

Some of your start-up expenses will also become ongoing monthly costs once your firm is in operation. It is necessary to estimate all of your monthly costs so that you are realistic about the income your firm will need. This worksheet includes some basic considerations. Completing it will help you and your Longwood SBDC counselor develop cash flow projections. In the column adjacent to the monthly expenses, make notes to those that increase or decrease in particular months.

	<u>Monthly Expense</u>	<u>Additional Notes</u>
Rent/Mortgage Payment	\$ _____	_____
Equipment Lease	\$ _____	_____
Maintenance and Repairs	\$ _____	_____
Advertising	\$ _____	_____
Office Supplies	\$ _____	_____
Delivery	\$ _____	_____
Postage	\$ _____	_____
Vehicle Expenses	\$ _____	_____
Legal/Professional Fees	\$ _____	_____
Insurance(s)	\$ _____	_____
Telephone	\$ _____	_____
Utilities	\$ _____	_____
Website/ISP Account	\$ _____	_____
Travel	\$ _____	_____
Dues/Memberships	\$ _____	_____
Inventory/Materials	\$ _____	_____
Payroll	\$ _____	_____
Payroll Taxes	\$ _____	_____
Taxes/Licenses	\$ _____	_____
Franchise Fees/Royalties	\$ _____	_____
Other _____	\$ _____	_____
Other _____	\$ _____	_____
Total Monthly Expenses	\$ _____	

SBA Business Plan Template

- 1. Go to <https://www.sba.gov>.**
- 2. Scroll down to Plan Your Business**
- 3. Choose Write Your Business Plan**
- 4. Scroll down to Plan for success**
Use our business plan tool
- 5. Click on Write Business Plan**
- 6. Click Register and create a Login**
- 7. Follow directions and create your business plan**



*This example business plan is provided by the Small Business Administration.
Get help starting and running your small business at SBA.gov.*

We Can Do It Consulting

Business Plan

Rebecca Champ, Owner
Created on December 29, 2016

Executive Summary

Product

We Can Do It Consulting provides consultation services to small- and medium-sized companies. Our services include office management and business process reengineering to improve efficiency and reduce administrative costs.

Customers

The target audience for We Can Do It Consulting is business owners, human resources directors, program managers, presidents, or CEOs with 5 to 500 employees who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting white collar executives on office processes such as job tracking, production, getting the most out of meetings, leadership, financial or hiring best practices, and other needs relevant to potential customers who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or technical experts with little leadership experience.

Future of the Company

Consulting is a fast-paced, evolving industry. In response to this climate, We Can Do It Consulting will offer other services, including facilitation and requirements analysis in the future.

Company Description

Mission Statement

To provide quality services to our clients that will help their companies prosper and grow.

Principal Members

Rebecca Champ — owner, primary consultant

Guy Champ — business manager/sales

Sophie Roberts — account manager

Legal Structure

We Can Do It Consulting is an S Corporation, incorporated in Greenville, South Carolina.

Market Research

Industry

We Can Do It Consulting will join the office management and business process improvement consulting industry. Generally, larger consulting firms, such as KEG Consulting, work with international corporations while smaller consulting firms work with both large corporations and smaller organizations, usually closer to home. Consulting firms structured like ours also have a history of working with local, state, and federal government agencies. The consulting industry is still recovering from the economic recession. It was hit hardest in 2009 when the industry shrank by 9.1%. However, as the economy recovers, the industry is showing signs of growth. A recent study stated that operations management consulting is projected to grow by 5.1% per year for the next several years.

Detailed Description of Customers

The target customers for We Can Do It Consulting are business owners, human resources directors, program managers, presidents or CEOs with 5 to 500 employees who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting white collar executives on office processes such as job tracking, production, getting the most out of meetings, leadership, financial or hiring best practices, and other needs relevant to potential customers who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or technical experts with little leadership experience. To capitalize on opportunities that are geographically close as we start and grow our business, We Can Do It Consulting will specifically target executives within companies in the manufacturing, automotive, healthcare, and defense industries. This will allow us to take advantage of the company's close proximity to hospitals (one of the largest employers in the region), automobile and vehicle parts factories, and government contractors supporting the nearby former Air Force base, now an aviation technology center.

Company Advantages

Because We Can Do It Consulting provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we will take the following steps to support consulting services:

- Maintain only PMP-certified project managers
- Ensure account team members use our proprietary planning and reporting process to stay in touch with customers and keep them updated on projects
- Provide public speaking training for all consultants
- Develop close relationships with subcontractors who can support us in areas such as graphic design, to ensure materials and presentations are always clear and maintain a consistent brand
- All our staff members have at least a four-year degree, with 20% having an advanced degree
- We are a virtual company without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done

Regulations

We Can Do It Consulting must meet all Federal and state regulations concerning business consulting. Specifically, Code of Federal Regulations in Title 64, Parts 8753 and 4689.62, 65, and 74 and Title 86.7 of the Code of South Carolina.

Service Line

Product/Service

Services Include:

- Business Process Reengineering Analysis
- Office Management Analysis
- On-Site Office Management Services
- Business Process Reengineering Facilitation
- Analytics
- Change Management
- Customer Relationship Management
- Financial Performance
- Operations Improvement
- Risk Management

Pricing Structure

We Can Do It Consulting will offer its services at an hourly rate using the following labor categories and rates:

- Principal, \$150
- Account Executive, \$140
- Project Manager, \$135
- Project Coordinator, \$100
- Business Analyst, \$90
- Process Analyst, \$90
- Financial Analyst, \$85
- Technologist, \$75

Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

Intellectual Property Rights

We Can Do It Consulting is a trademarked name in the state of South Carolina, and we have

filed for protection of our proprietary processes and other intellectual property, such as our logo. We have also registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

Research and Development

The company is planning to conduct the following research and development:

- Create a custom technology solution for manufacturers of vehicles such as automobiles or airplanes that helps better track each manufactured piece and its status in the assembly process
- Determine the need for additional consulting services within our market related to tying improved processes to opportunities for increased sales and promotion to potential customers
- Find trends in software solutions that may provide potentially competitive automated services in order to ensure We Can Do It Consulting continues to carefully carve its niche in the marketplace

Marketing & Sales

Growth Strategy

To grow the company, We Can Do It Consulting will do the following:

- Network at manufacturing, automobile industry, and healthcare conferences
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries

Communicate with the Customer

We Can Do It Consulting will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, the only person in charge of sales for We Can Do It Consulting is the business manager, Guy Champ. As profits increase, We Can Do It will look to add an employee to assist with account management/coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshow.

*This example business plan is provided by the Small Business Administration.
Get help starting and running your small business at SBA.gov.*

Wooden Grain Toy Company

Business Plan

Andrew Robertson, Owner
Created on December 29, 2016

Executive Summary

Product

Wooden Grain Toys manufactures high-quality toys for children aged 3-10. All toys are made from solid hardwoods including maple, beech, birch, cherry, and oak. The toys are built to be long lasting with sufficient moving parts to engage each child's interest, but not limit his or her imagination.

Customers

The target audience for Wooden Grain Toys is adults, specifically parents and grandparents who wish to give their children or grandchildren the opportunity to play with a toy that is not only durable and aesthetically pleasing, but also foster the child's creativity.

Future of the Company

Although the toy manufacturing business is highly competitive, we believe that there is a place for high-quality, attractive, durable, and affordable toys. Our goal is to build and market toys that will entertain children and stand the test of time.

Company Description

Mission Statement

To build and sell high-quality toys that will be cherished and handed down from generation to generation.

Principal Members

Andrew Robertson — owner, designer and primary builder

Jane Robertson — business manager/bookkeeper

Bill Williams and Houlin Lee — builders, assemblers, and painters

Mickey Soukarin — web master and handles shipping for web, mail, and special orders

Legal Structure

Wooden Grain Toys is a sole proprietorship.

Market Research

Industry

Built-Rite Toys will be a part of the toy manufacturing industry. Currently, wooden toys are considered a niche market, comprised of different sized companies. The largest companies, such as Plastique Toys and Metal Happy Toys, have large inventories of products that are offered internationally. The smallest companies sell locally either in shops, at craft fairs, or online.

This industry is currently suffering from the economic recession as consumers are spending less on non-essentials. However, industry revenues increased by \$1.2 million in the 2nd quarter of 2012. This means there is a potential for growth as the economy recovers.

Detailed Description of Customers

The two groups that the company plans to market to are parents (age 18-30) of young children and grandparents (age 60-75) of young children with an income range of \$35,000 - \$80,000 a year. Our target customers are interested in giving durable, well-made toys to their children and grandchildren to help foster creativity. They value quality and they research the products they buy. Our target customers are willing to spend more money on products that are of higher quality and last longer.

Company Advantages

Wooden Grain Toys has the following advantages compared to competitors:

- Basic, practical designs.
- Safe, non-toxic paints, parts, and accessories.
- Easy-to-assemble parts.
- All components are manufactured in America and made with grade-A wood, high quality steel, and rubber.
- Quick, 48-hour delivery since our goal is to keep at least 50 units of each toy in stock.
- High-quality, interactive website.
- Face-to-face interaction with customers at craft shows over a three state area.

Regulations

Wooden Grain Toys must meet all federal and state regulations concerning toy manufacturing. Specifically, Code of Federal Regulations in Title 42, Parts 1234 and 9876.50, 51, 52 and 89 C.F.R. 5555.18(a)(9); Consumer Product Safety Improvement Act of 2008; Lead-Free Toys Act; and Title 99.9 of the Code of Oregon.

Service Line

Product/Service

Wooden Grain Toys will sell wooden toys made from solid hardwoods (maple, beech, birch, cherry, and oak) and steel rivets. The toys are handcrafted and designed for small children to easily use. Our line currently includes the following nine models:

- All-Purpose Pick-Up Truck w/movable doors and tailgate
- Dump Truck w/functioning dumping mechanism and box
- Biplane (two-seater) w/movable propeller
- Steam engine with coal tender - additional cars available separately:
 - Caboose, flat car w/logs, box car, tank car, coal car
- City Bus
- Tow Truck
- Flat-Bed Truck w/logs
- Sports Car
- Sedan

Pricing Structure

Wooden Grain Toys will offer its products for the following prices:

- All-Purpose Pick-Up Truck w/movable doors and tailgate - \$25
- Dump Truck w/functioning dumping mechanism and box - \$30
- Biplane (two-seater) w/movable propeller - \$20
- Additional train cars (single car) - \$5
- Additional train cars (three cars) - \$12
- City Bus - \$12
- Tow Truck - \$18
- Flat-Bed Truck w/logs - \$35
- Sports Car - \$20
- Sedan - \$20

Product Lifecycle

All current Wooden Grain Toys products are in production and inventory is being accumulated.

Intellectual Property Rights

Wooden Grain Toys is a trademarked name in the State of Oregon.

Research and Development

The company is planning to conduct the following research and development:

- Include a feedback mechanism on the website for ideas, suggestions, and improvements
- Provide comment cards for distribution at craft fairs
- Review available market research to identify top children's toys and reason(s) for their popularity

Marketing & Sales

Growth Strategy

To grow the company, Wooden Grain Toys will do the following:

- Sell products at craft fairs in California, Oregon, and Washington.
- As business grows, advertise in target markets, especially in advance of the holiday season.

Communicate with the Customer

Wooden Grain Toys will communicate with its customers by:

- Providing an email newsletter with company news, product information, and craft fair schedule.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, LinkedIn, Pinterest and Tumblr.
- Providing contact information on the company website.
- Adding labels on toys that include company name, contact info, and web address.

How to Sell

Currently, the only person in charge of sales for Wooden Grain Toys is the owner, Andrew Robertson. As profits increase, Wooden Grain Toys will look to add an employee to assist with social media and online marketing. The target demographic for the company will be parents of children aged 3-10. The company will increase awareness to our targeted customers through online advertising and attending craft fairs.