

Section 4 Location Analysis

- Where will your business be located and why?
- Is it easy access to your customers?
- What other businesses or attractions are near your location?

Section 5 Manufacturing Plan

- Describe what type of facility do you require and what size?
- What will it cost you to buy or rent the facility?
- What kind of machinery is required?
- What kind of inventory or resources will you need and what are the costs?
- What will it cost to produce your product or service?
- How will get your product or service to your customer?
- Will you need to expand or upgrade in the next five years?

Section 6 Marketing Plan

- What are industry trends for your product or service?
- Who is your target market? Show an analysis of your demographics.
- How will you reach your target market?
- Who is your key competition? Show an analysis and include a SWOT of each
- What makes your product or service desirable, different, or more attractive than your competition?
- Compare pricing of competition. Where will you price your product or service?
- How will supply and demand affect your product or service? Is it a want or need? As we discussed in class, according to the law of demand, the higher the price, the smaller the quantity demanded, everything else being equal. Remember to consider:

- The price of the product
- The consumer's income
- The price of substitute goods
- The price of complementary goods
- The consumer's preferences and advertising that may influence those preferences
- The consumer's expectations about future prices
- Forecast sales in dollars and units
- How will you promote your business? What kind of advertising (forms of media), promotional materials, giveaways, etc. will you use and what will they cost? Include samples.