

BELIEVE ANYTHING IS POSSIBLE.
SEE OPPORTUNITY WHEN OTHERS SEE A PROBLEM.
TAKE RISKS. I'M FOCUSED.
KNOW THAT NOTHING IS UNACHIEVABLE.
FEEL OVERWHELMING PASSION.
EMBRACE MY CHILDLIKE WONDER AND CURIOSITY.
TAKE FLYING LEAPS INTO THE UNKNOWN.
CONTRIBUTE TO SOMETHING BIGGER THAN MYSELF.
CREATE. I LEARN. I GROW.

ENTREPRENEUR STARTER KIT



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CHAZIN GROUP LLC
Plan > Launch > Grow > Your Business



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Entrepreneur Self-Assessment®

Developed by:

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PRESIDENT & FOUNDER
THE CHAZIN GROUP LLC

| INTRODUCTION: Why Self -Assessment is so Critical for Entrepreneurial Success

By completing the following **Entrepreneur Self-Assessment**®, you will gain a deeper understanding of the areas in which you currently possess expertise and competency. You will also gain a greater appreciation for the skills required to run your business that you are currently lacking and/or would be better served outsourcing to others.

The results obtained from completing this assessment will allow you to truly understand the skills you possess that you should work towards expanding/supplementing with additional training and professional development.

For the skills that you identify as lacking in expertise, you will need to choose a strategy from the following options to outsource those functions to:

- Sub-contractors, freelancers, and general contractors / either part-time versus contract basis;
- Existing employees; and
- New staff hires: part-time versus full-time, line staff versus Senior Management, other)

Upon completion of this Assessment, Ethan Chazin will sit with you to analyze your results, and provide **immediately actionable** strategies to move forward.

| Your Past Experiences with Self-Assessment

Have you ever taken a self-assessment tool?

Yes ___ No ___

If **NO**: Have you ever considered taking a self-assessment tool to gauge your strengths as a business owner (and leader?)

Yes ___ No ___

If **YES**: which assessment tool(s) have you taken?

☐ Myers-Briggs Type Indicator

☐ DISC Sales Tool

☐ The Birkman Method

☐ Keirsey Temperament Sorter

☐ Other(s): Please list all other assessment tools that you have taken:

To the extent that you can remember, what did you learn about yourself from the results?

| Complete Your Personal Assessment

As entrepreneurs, most of us do everything required to run our businesses **OURSELVES**. We all have a general sense of the things we enjoy doing, and those tasks that we dread. Said another way, we know what our strengths are, and we know what we enjoy doing.

Please answer as many of the following questions as you can, so we can get a sense of your areas of strength (your passions) and those areas you would be well served gaining stronger control over or outsourcing.

ENJOY!

-
1. Have you ever developed an “**IDEAL CUSTOMER PROFILE**” of your absolute BEST potential customer?

Yes ___ No ___
 2. Have you ever managed employees (either on a project basis, as direct reports, or contract workers)

Yes ___ No ___
 3. Do you have any experience writing a formal business plan?

Yes___ No ___
 4. Were you ever responsible for soliciting start-up funding through angel investors, venture capitalists, crowd funding or other investment sourcing options?

Yes ___ No ___
 5. Have you created a strategic networking plan to define the industries/sectors your sales efforts should target and key industry associations to commit your selling efforts to? Yes ___ No ___
 6. Do you have a strong vision for your company? What is your vision/value statement?

7. Do you have a simple mission statement? Yes ___ No ___

What is your mission statement?

8. Do you have a company brand? Yes ___ No ___

If YES:

What is your branding statement?

9. Does your company have written short term goals? Yes ___ No ___

Please list those goals:

The Next 3-6 Months:

The Next 6-12 Months:

10. What are your long term (five and ten year) goals?

Where do you see yourself in 5 years:

Where do you see yourself in 10 years:

11. Do you have a written plan outlining your strategies for achieving your one, five and ten year goals? Yes ___ No ___

IF YES:

12. What are those strategies, in top-down, HIGHEST to LOWEST priority order?

1. _____

2. _____

3. _____

13. Does your company have a written business plan that includes strategic and operational objectives for the year? Yes ___ No ___

IF YES:

14. Is this business plan being used, measured against and updated at least quarterly? Yes ___ No ___

15. Are there areas of your company where you're not sure how effectively you are operating? Yes ___ No ___

If YES:

What are those areas you are uncertain are operating at maximum efficiency?

16. Does your company have a useful report card (dashboard reporting) that allows you to monitor all the critical aspects of your service offering, employee productivity, sales pipeline, administrative functions, etc?

Yes ___ No ___

If YES: What are those reporting tools, processes, procedures?

17. Is your ENTIRE staff aware of the company's Vision, Mission, and goals? Yes ___ No ___

18. Are your employees actively engaged in/empowered to achieve these goals? Yes ___ No ___

19. How does your company measure progress achieved towards your strategic plan?

20. And finally...

If you were holding a magic wand that you could waive RIGHT NOW to make your business dreams come true, “waive” it right now and answer the following question:

“If there was **ONE thing about your business that you would love to change **MOST**, what would that be?”**

| ENJOYING WHAT YOU'RE DOING: Your "Likes" and "Dislikes" Are So Revealing...

As business owners, we wear many hats. We are faced with the daily challenge of performing tasks across all of the functional areas required to run our business.

Please put a check in the appropriate box to the right of each task, to indicate whether you LIKE or DISLIKE doing the tasks required to run your business:.

TASK	LIKE	DISLIKE
Marketing		
- Advertising		
- Public Relations		
- Sales Promotions		
Sales		
- Sales planning		
- Pipeline development/management		
- In-person, client-facing		
- Phone-based (telemarketing)		
Client Retention		
- Client loyalty programs		
- Customer Care (Customer call center, post-sale)		
Operations/Logistics		
- Production		
- Sales/Order Fulfillment		
- Dealing with vendors/suppliers		
Human Resources		
- Recruiting		
- Candidate Screening (interviewing)		
- Employee Benefits Administration		
- Employee Training & Development		
- Coaching/Mentoring		
Finances/Financial Planning		
- Budgeting/forecasting		
- Balance sheets, income statements, cash flows		
Employee Management		
- Managing direct reports		

| WHAT THIS ALL MEANS

Now that you are finished, please send your assessment to Ethan and we will schedule a time to discuss what your answers mean, and how you can turn that meaning into an immediately actionable career development plan for you to use to plan, launch, and grow a wildly successful business.



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value
proposition

customer
relationships

customer
segments

DEFINING YOUR IDEAL CUSTOMER

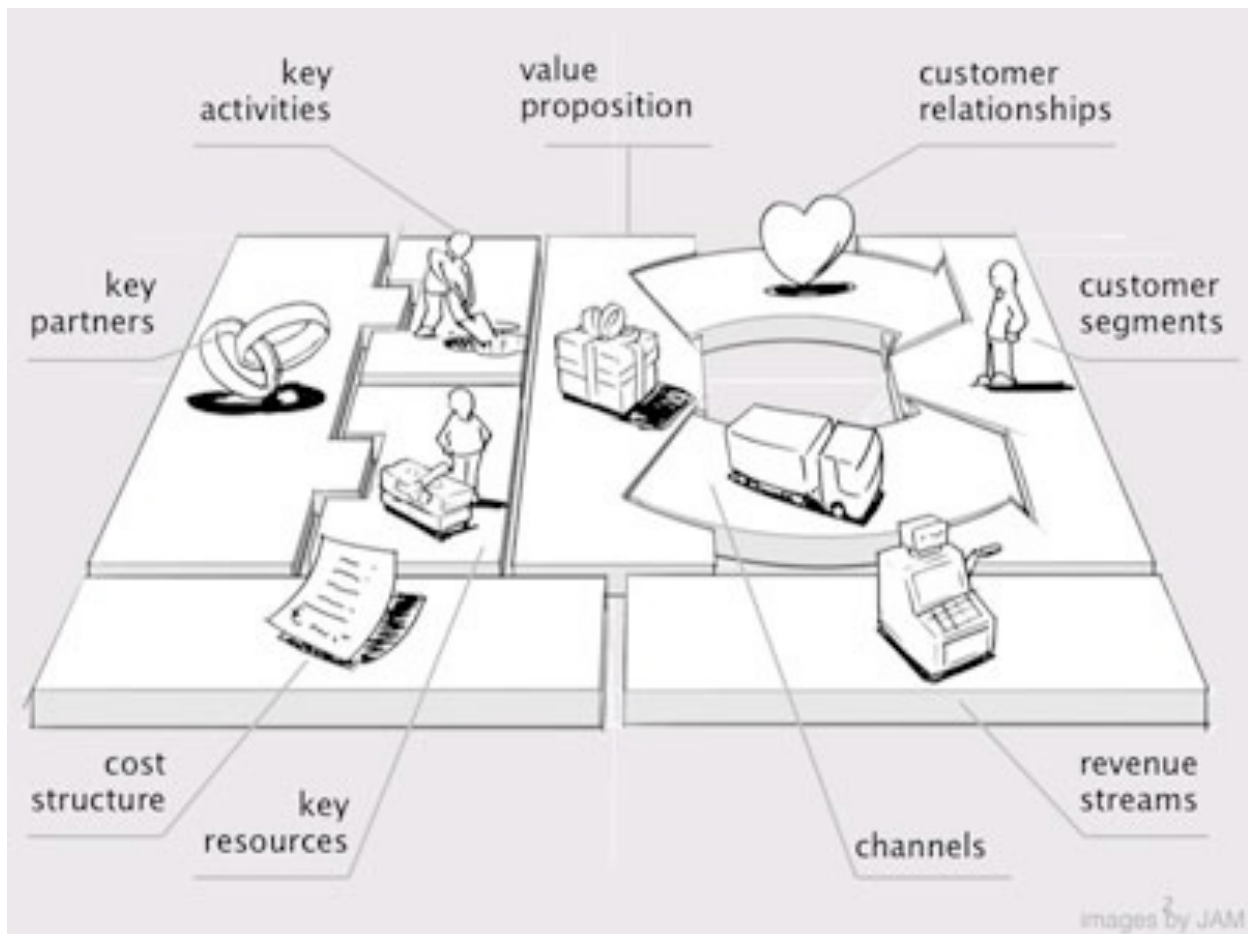
THE CUSTOMER FRAMEWORK MODEL



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THE 9 MOST IMPORTANT ELEMENTS OF A BUSINESS MODEL

The business canvas developed by Alexander Osterwalder helps illustrate how a company intends to make money. It's made up of nine key points that represent any company's complete business (Source: [The Startup Owner's Manual](#).)



In step one of **Customer Discovery**, you will first summarize and then develop a one- or two-page brief about each of the following:

1. Value Proposition: the product/service, its features and benefits or uniqueness versus the competition; size of the market opportunity; and the MVP or minimum viable product that best illustrates the product as quickly as possible to elicit customer feedback early

2. Customer Segments: who your customer is and what problems the product solves



- 3. Channels:** how you'll distribute and sell your product.
- 4. Customer Relationships:** how you'll create demand.
- 5. Cost Structure:** the fixed and variable costs required to operate your business.
- 6. Key Activities:** the tasks the company must perform to succeed.
- 7. Key Resources:** suppliers, commodities, or other essential elements of the business.
- 8. Key Partners:** other enterprises essential to success of the business.
- 9. Revenue Streams:** revenue and profit sources and size.

In the earliest stages of business model development, it's often most helpful to start with the first four elements at the heart of most businesses.

TESTING THE MODEL

Step two of Customer Discovery involves testing your above list of hypotheses with customers, preferably in face-to-face interviews. At least once a week, update the canvas to reflect any pivots or iterations, highlighting in red the changes from the last week. After you and your team agree on the changes to your business model, integrate them into what becomes your new canvas for the week (with accepted changes then shown in black). During the next week note any new changes again in red. Then repeat, repeat, repeat.

Don't expect every customer or channel prospect you interview to have a valid opinion on every aspect of the business model. Some users will know a great deal about the features they'd like to see, and perhaps about competition. Others will know more about how the company buys products, some will know about how much the company might pay, or how serious the problem actually is. Most will offer good feedback about the way they learn about new products in their industry.

Your team's job is to get as much feedback as possible using the Customer Discovery method to assemble a credible, validated "mosaic" that over time will affirm or validate all nine sets of business model hypotheses.

From: www.inc.com/steve-blank/9-most-important-elements-successful-startups.html



PROSPECTING NEW BUSINESS

MASTER YOUR PROSPECTING EFFORTS



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INTRODUCTION

Successful prospecting is the lifeblood of any entrepreneur and new business start up. It involves successfully pre-qualifying your leads, so you can convert a higher percentage of them into customers that can be transformed into repeat customers and then raving fans!

Most entrepreneurs are so focused on the process of selling to their first time customers, they do not adequately plan for the various marketing efforts required to succeed in the prospecting phase. Based on my experience working with clients and teaching entrepreneurs, business owners are so afraid that if they don't treat every potential customer the same they will miss out on potential sales.

Without a process to prospect successfully (meaning we treat prospects differently), all your sales efforts are doomed.

HOW TO SPOT YOUR TOP CLIENTS

It all started with Wilfredo Pareto. He was an Italian economist who in the early 1900s analyzed income distribution in Switzerland. He found that most of the nation's wealth was concentrated in a very small percent of the population (sound familiar?) From this work he developed the PARETO PRINCIPLE, a mathematical formula to statistically explain the uneven income distribution.

Dr. Joseph Juran was an American who evolved Pareto's formula by expanding the scope of study after World War II. He analyzed data taken from a broad range of American businesses and industries. He discovered that in EVERY set of data he studied, most of the data was MEANINGLEASS (statistically speaking.) Only a relatively small number of samples in every set were critical for success.

The pure genius of Dr. Juran's work was he was able to show that in EVERY case, no more than 20% of a sample was invaluable and 80% were meaningless.



WHAT DOES IT ALL MEAN?

We know that a VERY small number of our clients (20%) are going to contribute a disproportionately large number of our total sales, revenues, AND PROFITS.

Can you identify your **TOP SHELF** clients?

These critical clients are so special they even have nicknames. You can call them **APOSTLES**, or **RAVING FANS**. How can you spot them?

- They are always speaking positively about you and your business in their social and professional networks.
- They have provided you with testimonials.
- They have referred a lot of clients to you.
- They stick with you through thick and thin.

You need to determine the **total lifetime value** of ALL your accounts to find these apostles.

USE THE RFVP MODEL

R: Recency - When was the last time they did business with you?

F: Frequency - How frequently do they buy your products or services?

V: Volume - What's the average size of the order they place with you?

P: Profit - How much profit do they generate?

On top of the RFVP model, you can apply a SWOT analysis to judge each of your most valuable client's long-term prospects and challenges to rank them by their future growth potential.

Look, we all know that there are some customers that no matter how much hand-holding, support, nurturing we give, they will suck us dry and not contribute a whole lot to our bottom line.



CREATE A PLAN TO FIND MORE APOSTLES

Your challenge is to develop an effective strategic prospecting plan by profiling your apostles. Be as specific AND DETAILED as possible in your profile. Write down all of the activities/efforts that it took you to acquire them. Next, you have to identify your existing clients that you are going to convert from a repeat customer into an apostle THIS YEAR.

Your prospecting plan needs to identify where these apostles “hang out” together? List every event, trade show, conference, luncheon that is scheduled this year where these types of professionals congregate. This is where you will find other prospects that match the profile of your ideal client (apostle.) Then make sure you register to attend every one of these events.

ONCE YOU GET THERE

So you have successfully placed yourself at the events where you are MOST likely to find these individuals that match the profile of your ideal customer. This is the first of four steps required to land an apostle. You have pre-qualified these prospects just by matching them to the criteria used to define your apostles.

Once you get in front of them...you need to master your sales pitch through effective networking.

THE 5-2-1 RULE TO NETWORKING

In the first **FIVE** seconds you have to say something that is truly memorable that it compels them to ask: “That sounds interesting. Tell me more!” You then have **TWO** minutes to explain how you can help them. Your message has to be so targeted to showing how you can and will relieve their pain points that they say: “We should talk in more detail. Let’s set up a time (a ONE hour meeting) to talk in more detail.”



ACQUIRING APOSTLES: THE FOUR-STEP PROCESS

The first step was a collection of the various marketing efforts required on your part to pre-qualify your prospects, to find the ones that most closely matched your ideal customer.

Once you meet with these pre-qualified leads and discuss their challenges and how you can resolve their issues by providing solutions, you sell them the first time. That's solution-selling. Congratulations? You reached step two...converting a prospect into a first time customer.

Then by servicing their account you get them to place their second and then third, and so on.

You've now moved up the customer lifetime value chain to stage three of creating a repeat customer.

From there, you must actively nurture their relationship with your company, in order to convert them from a repeat customer to an apostle.

WHAT IT TAKES TO CONVERT A REPEAT CUSTOMER TO AN APOSTLE

Conduct a needs assessment to determine the greatest challenges that client faces, and develop a set of solutions for them. Convince the client to implement your recommendations, even/especially if they fight you on it. Review your plan for serving them every year, and...target 12 clients to convert. Research shows that we convert no more than 50% of our repeat customers into apostles.

You've reached a higher plain of client engagement NIRVANA.



CLIENT PROSPECTING

A NETWORKING PLAN



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Provide a comprehensive description of your IDEAL potential client:

[illegible]



List all of the business networking groups or trade associations that you belong to:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

What strategies do you currently pursue to find prospects, then qualify those leads in order to pursue in your new client acquisition efforts?



TASK LIST | OWN YOUR TO-DO'S

[illegible]



GREAT RESCOURCES

ENTREPRENEURS & START-UPS



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Following is a collection of tremendously useful resources developed by The Chazin Group to help entrepreneurs, start-ups and small businesses to successfully plan, launch, and grow WILDLY successful businesses.

INDUSTRY RESEARCH

- IBIS World (Industry-specific research): www.ibisworld.com/industry/home.aspx
- Key business statistics: www.BizStats.com
- Small Business Administration advocacy & support: www.sba.gov/advocacy
- Occupational Outlook Handbook: www.bls.gov/ooh
- Industrial Reports: www.census.gov/manufacturing/cir/index.html
- E-commerce research: www.census.gov/eos/www/ebusiness614.htm
- Mintel Reports (Industry-specific research): www.Mintel.com
- [NY Public Library Small Business Resource Center](#)
- U.S. Census FactFinder (NY Demographic/geographic data):
factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml
- New York City Community District Profiles: www.nyc.gov/html/dcp/html/lucds/cdstart.shtml
- New Jersey State Library: www.jerseyclicks.org/homepages/jclicks/jclicksclassic.asp

BUSINESS INFORMATION PROVIDERS

- Moody's: www.moody.com
- Hoover's: www.hoovers.com
- Gale Encyclopedia of Associations, Directory of Publications & Broadcast Media, Encyclopedia of Business Information Sources, Encyclopedia of Management and Small Business Management, consultant's and consulting Organizations directory.
- SEC Edgar dbase for quarterly & annual reports from publicly-traded companies: www.sec.gov/edgar.shtml



LIST RENTAL SERVICE PROVIDERS

- Dun & Bradstreet: www.dnb.com
- Info USA (Reference USA)

BUSINESS PLAN DEVELOPMENT TOOLS

- **How to write the Industry Research section:**
 - <http://bonny-albo.suite101.com/business-plan-industry-section-a42502>
 - <http://businessplanfairly.com/business-plan-deal-breakers/business-plan-deal-breakers/industry-analysis>

CLIENT SURVEY TOOLS

- SurveyMonkey: www.surveymonkey.com
- Zoomerang: www.zoomerang.com
- PollDaddy: www.polldaddy.com

WEB HOSTING SERVICE PROVIDERS

- GoDaddy!
- 1&1: www.1and1.com
- Yahoo!
- Constant Contact
- WordPress
- Template Monster -

WEBSITE DEVELOPMENT TOOLS

- www.wix.com
- www.shopify.com



WEBSITE ANALYTICS TOOLS

- a. Piwik
- b. FireStats
- c. Snoop
- d. Yahoo! Web Analytics
- e. Google analytics
- f. BBClone
- g. Woopra
- h. JAWStats
- i. 4Q
- j. MochiBot
- k. Grape Web Stats

ONLINE SUPPORT RESOURCES

- l. www.Elance.com
- m. WWW.Sprouter.com

E-MAIL SERVICE PROVIDERS

- Mail Chimp
- Constant Contact
- CheetahMail
- Top 19 free e-mail services: http://email.about.com/od/freeemailreviews/tp/free_email.htm



CLIENT RELATIONSHIP MANAGEMENT

- Highrise – www.highrisehq.com

SOCIAL MEDIA PLACES

- Pinterest
- Twitter
- MeetUp
- FourSquare
- Tumblr
- MySpace
- LinkedIn
- FaceBook Fan Pages
- Google+
- About.Me (Social media account aggregator site)
- BebelMouse (Social media account aggregator site)
- Vizify (Social media account aggregator site)

SOCIAL MEDIA SERVICE PROVIDERS/FIRMS

- a. HootSuite
- b. SocialOomph
- c. Kinetic Social
- d. Spruce Media
- e. The Buddy Group
- f. MediaBrix
- g. One Public
- h. Get Perception
- i. Appsavvy
- j. Mediacom Interaction



BLOGGING SERVICES

- WordPress: The industry standard. Integrates easily with your website.
- Google Blogger: Free, e-z to get started with, very user-friendly interface.

SALES TRAINING

- Sandler Institute
- Criteria for Success

BUSINESS SUPPORT SERVICES

- [Workshop in Business Opportunities \(WIBO\)](#)
- [New Jersey Entrepreneurial Network](#)
- [Big Happens Here](#) website for NY-based start-ups
- [NYC Business Solutions Center](#)
- [NYC Business Solutions Center Business Library](#)
- Small Business Administration
- SCORE
- Chambers of Commerce
- [Industrial Technology Assistance Corp.](#)
- [The SUNY Levin Institute](#)
- [Marion Ewing Kauffman Foundation](#)
- [NJ Economic Development Authority](#)
- To register your business in New York: www.dos.ny.gov/corps/index.html



BUSINESS INCUBATORS

- Sunshine NYC
- <http://bianys.com> Biz Incubation Assn. of New York
- [Long Island High Technology Incubator](#)
- [NYC Bio Science Initiative](#)
- Incubate NYC
- Brooklyn bioBAT
- [Business Incubator Association of New York State](#)
- NYU Poly
 - DUMBO Tech Incubator
 - 6 MetroTech Center – Brooklyn, NY
 - Varick Street Incubator, New York, NY
- Hive at 55 – 55 Broad Street, New York, NY
- NYC Seed – www.nycseed.com
- Astia
- Tech Launch: techlaunch.com
- Entrepreneurs Commons
- Open Coffee Club
- Sunshine Bronx, NY
- Chubby Brain
- Entrepreneurs Roundtable Accelerator
- First Growth Network
- Dream It Ventures – www.dreamitventures.com
- The Founder Institute – www.fi.com
- Varick Street Incubator

VENTURE CAPITALISTS/ANGEL INVESTOR FIRMS

- [New York Angels](#)
- [Long Island Angel Network](#)
- JumpStart NJ Angel Network
- Union Square Ventures
- Women 2.0: www.women2.org
- Venture Assn. of NJ: www.vanj.com
- Chubby Brain: www.chubbybrain.com



NON-TRADITIONAL FUNDING RESOURCES: MICRO-LENDERS & CROWD SOURCING

- Rising Tide Capital
- www.Kickstarter.com: Crowd Sourcing
- www.IndieGoGo.com: Crowd Sourcing
- Business Outreach Center: www.bocnet.org/boc/micro_loan_program.asp
- Association for Enterprise Opportunity

PRESENTATION SOFTWARE TOOLS/ RESOURCES

- PowerPoint
- Prezi: prezi.com
- SlideRocket: www.sliderocket.com
- Slideshare: Great website to upload your own presentations: www.slideshare.net

REALLY SIMPLE SYNDICATION (RSS) REED SERVICES

- What is an "RSS" www.cnn.com/services/rss/

CLIENT RELATIONSHIP MANAGEMENT / CONTACT MANAGEMENT SYSTEMS

- For information on cloud-based CRM solutions: www.pcworld.com/businesscenter/article/193463/put_cloud_crm_to_work.html
- Act!
- Salesforce.com
- BuyFolio (for real estate)
- Goldmine



WOMEN & MINORITY BUSINESS ORGANIZATIONS/RESOURCES

- [National Assn. Women Business Owners](#)
- [WWW.BENC.ORG](#)
- Black Owned NY
- [www.score.org/minority_resources.html](#)
- [www.sba8a.com](#)
- [www.LadiesWhoLaunch.com](#)

GRANTS

- a. [Small Business Innovation Research Grant](#)

ACCOUNTING & FINANCE PACKAGES

- b. Peachtree
- c. QuickBooks
- d. Quicken

FRANCHISES

- e. International Franchise Assn.
- f. The Kensington Co.
- g. X
- h.

CREDIT RATINGS AGENCIES/SERVICE PROVIDERS

- i. Experian
- j. Equifax
- k. TransUnion
- l. [www.annualcreditreport.com](#)



EMPLOYEE & CUSTOMER RANT/FEEDBACK WEBSITES FOR GATHERING COMPETITIVE INTELLIGENCE AND ORGANIZATIONAL BACKGROUND INFORMATION

- Jigsaw
- PissedConsumer.com
- RipOffReport.com
- Gripevine
- Yelp
- Glassdoor
- InfoArmy (Start-Up)

WEB/INTERACTIVE MARKETING RESOURCES/ ASSOCIATIONS

- Web Marketing Assn. www.webmarketingassociation.org/wma
- Internet Marketing Assn. www.imanetwork.org
- eMarketing Assn. www.emarketingassociation.com
- International Internet Marketing Assn. iimaonline.org

FASHION INDUSTRY RESOURCES

- SEAMBLiSS

BUSINESS-PLAN



YOUR BUSINESS PLAN

A WORKING MODEL



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NAME OF YOUR BUSINESS

{INSERT LOGO HERE}

Prepared by:

Your Name

Date: Month, 2013



CONTENTS

EXECUTIVE SUMMARY

HISTORY / INTRODUCTION TO THE BUSINESS

PRODUCTS & SERVICES

INDUSTRY ANALYSIS & TRENDS

MARKET

COMPETITION

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SALES STRATEGY

OPERATING PLAN

MANAGEMENT TEAM

HUMAN RESOURCES

FINANCIALS

Balance Sheet



EXECUTIVE SUMMARY

Company Description

Name of business owner operates name of business as a (legal structure of the firm.)

Mission Statement

Vision statement:

Stage of Development

Products/Services

[Insert from fact sheet]

Marketing information

Competition: provide a high-level description of the organization's key competitors.

Management

Entity: the legal entity / structure of the organization.

Location: of the business:

Offerings

The executive summary is in effect a 2-3 page declarative statement of why you (and your partners) are ideally suited to launch this business and gain competitive advantage in the markets you compete in.



HISTORY / INTRODUCTION TO THE BUSINESS

Name of your business:

Legal entity (the structure of the business):

Location where your business operates at:

Date launched: month, year

Company background:

Name of business owner launched, and the year you launched it in.

Description of the current status (ex. In development, to launch on such a date, etc.)

Mission statement: Tutorial on writing your MISSION statement

<http://www.youtube.com/watch?v=vRd4OhGFO-E>

Vision statement: Tutorial on writing your VISION statement

www.youtube.com/watch?v=Jtz05G1B4i8



PRODUCTS & SERVICES

You can insert this information directly from your various business product/service fact sheets and the Products & Services page(s) of your company website.



INDUSTRY ANALYSIS & TRENDS

Name of business (business owner) delivers the following services...



MARKET

NAICS XXXXXX: DESCRIPTION OF INDUSTRY SECTOR #1

NAICS XXXXXX: DESCRIPTION OF INDUSTRY SECTOR #2

SIC XXXX: DESCRIPTION OF INDUSTRY SECTOR #1

SIC XXXX: DESCRIPTION OF INDUSTRY SECTOR #2

Describe the market segments that your business will compete in.



COMPETITION

Provide detailed description of the competition that your business will face.

Key questions you will answer here include:

Who are your competitors? How many are there?

How much do they charge for their products and services?

Where and how do they distribute their products?

Where and how do they promote their products and services?

How much do they spend to promote their offerings?



MARKETING PLAN

Provide details into the types of marketing activities that the company will pursue in the first year of operations, in order to generate sales revenue. You need to include any and all specific marketing activities that your business will conduct in order to generate your revenues and include such specific marketing campaigns as: outdoor, email, online, social media, traditional print advertising, broadcast advertising (radio and television), YouTube, viral (online user forums and chat) your website (especially if you will sell products through an e-commerce website) your contact management system/client relationship management database, email, etc. Show your activities and all associated costs on a monthly basis for the first year of operations using the budget spreadsheet on the following page.

Here is a useful template for laying out your **Marketing Plan**:

“THEME”	
Category	Strategy
Target Market	
Positioning Statement	
Offering to customers	
Price Strategy	
Distribution	
Sales Strategy	
Service Strategy	
Promotion Strategy	
Marketing Research	
Any other component of your marketing plan	



You will need to total your monthly, quarterly and annual marketing spend.

Explain in as much details as you can your ideal customer profile with as many characteristics as possible including the websites they visit, their online usage patterns, how/if they shop online, their preferred use of social media. You are telling the reader when your ideal client is most inclined to be receptive to your messaging and where they are when they are likely to see and pay attention to your marketing communications.

**As of: DATE**[illegible]



SALES STRATEGY

Will most of your new client acquisition be via face-to-face selling at tradeshow, events, conferences, street fairs, flea markets, at-home parties such as: Lia Sophia, Avon, Pampered Chef, Mary Kay, etc.) over the phone, other? Will you hire a sales force or subcontract your sales efforts to a network of sales agents, dealers, etc?

Include your projected years 1-2 sales revenues with your projections provided on a monthly basis.



OPERATING PLAN

This section covers all of the key requirements it takes to run your business and should be comprised of the following sections:

New Product Development

In this section, you will discuss ALL of the key requirements/activities that you will pursue in order to develop new product offerings.

Key Suppliers

If applicable, provide the names and details of your key suppliers.

Payment Options

How will your customers be able to make payment to your company? Cash, check, credit card, PayPal, online, company credit card, other?

Personnel

Who will your key personnel be (besides yourself) when you launch your business. If it's only you, then say that.

Legal requirements

Physical location and operations:

If you will be operating out of your residence, then provide the physical address where you will operate your satellite office.

Systems, software, tools, resources:

Include any and all of the software, hardware, certifications, training, machinery, materials required to run/operate your business on a daily basis? Include accounting software, email system, client relationship management/contact management system, laptop, tablet, personal computer, trucks, vans, and other vehicles.



MANAGEMENT TEAM

Include any and all partners that have a say in and responsibility for running your business.

This information can be taken directly from your professional bio / curriculum vitae (resume, LinkedIn profiles, etc.)



HUMAN RESOURCES

ALL OF THE KEY ACTIVITIES REQUIRED TO IDENTIFY, RECRUIT, ON-BOARD, MANAGE, PROMOTE, REWARD AND RECOGNIZE YOUR PEOPLE.



FINANCIALS

Complete the following three (3) financial documents:

- Balance Sheet
- Income Statement (Profit & Loss)
- Statement of Cash Flows



BALANCE SHEET

Your Company Name		Balance Sheet
Assets		
Current assets:	2007	2008
Cash	-	-
Investments	-	-
Inventories	-	-
Accounts receivable	-	-
Pre-paid expenses	-	-
Other	-	-
Total current assets	-	-
Fixed assets:	2007	2008
Property and equipment	-	-
Leasehold improvements	-	-
Equity and other investments	-	-
Less accumulated depreciation	-	-
Total fixed assets	-	-
Other assets:	2007	2008
Goodwill	-	-
Total other assets	-	-
Total assets	-	-
Liabilities and owner's equity		
Current liabilities:	2007	2008
Accounts payable	-	-
Accrued wages	-	-
Accrued compensation	-	-
Income taxes payable	-	-
Unearned revenue	-	-
Other	-	-
Total current liabilities	-	-
Long-term liabilities:	2007	2008
Mortgage payable	-	-
Total long-term liabilities	-	-
Owner's equity:	2007	2008
Investment capital	-	-
Accumulated retained earnings	-	-
Total owner's equity	-	-
Total liabilities and owner's equity	-	-
Balance	-	-