

# 9ENT Business Plan for Market Day

## TITLE PAGE

1. Create a title page for your business plan. It should have a photo of your product/s, and the title "Business Plan" and your business name. It could have a Table of Contents.

## THE BUSINESS (social enterprise)

2. Name and describe the skills of your team members.  
Describe their roles/jobs/responsibilities
3. Name and describe your business (partnership).  
What's the business' name, include its logo and slogan.

## START UP

4. How much will each 'director' invest at the start? (this is called capital or equity)  
Describe why you chose this \$ amount.  
(*You may need this money to buy materials*)

## FINANCE

5. Estimate your total costs  
Materials  
Wages (will you pay yourselves for the hours worked, or just share the profit at the end?)  
Other Expenses (will you rent or buy a 'machine' eg crochet hooks)
6. Estimate the cost of each 'unit' or item that you make  
(a simple way is to divide the total cost by the number of items that you'll make)
7. Set a price and estimate how many you'll sell - use this to estimate your income  
This price should be more than the cost of each unit.  
Calculate estimated profit from Income less costs.

## MARKETING

8. Estimate what **price** you might charge (higher than your costs, but at a level that students will pay)  
What message will your price give consumers (high=quality, medium=same as competitors, etc)?
  
9. List 10 ideas for how you could **promote** your Market Day product to students
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10. Provide photos or sketches of your promotion (posters etc). Include your business name, logo, slogan.  
What message will your promotions give consumers (fun, quality, value for money, enviro-friendly, etc)
  
11. Describe below your **product** design, including materials and equipment that you need.  
Include photos of your practice products, or similar products to yours.  
What message will your product design give consumers (quality, strong, long-lasting, cultural, etc)?
  
12. Describe and show pictures or sketches of your **packaging**  
What message will your packaging give consumers?
  
13. How will your product get to the student consumers (ie **place**) - ?  
(eg will you get pre-orders, what stall location is best, how will you display & 'protect' your product?)

## EVALUATION

14. Reflect on how you did on in the lead up to, and during, Market Day

