



MY BUSINESS PLAN

CUB SCOUTS
ELEMENTARY
SCHOOLERS

BUSINESS IDEA

What is your big idea?

Is it a product or a service? PRODUCT SERVICE

Why will people want to buy it?

BUSINESS NAME & PICTURE

What is your business name? _____

Draw a picture of your product or service.

MARKETING

How will you get the word out about your business? Ideas may include posters, newspapers, social media.

Where will you sell your products or services?

Draw an ad for your product or service.

TARGET MARKET

Who will your customers be? Check all that apply.

- Other kids
- Boys
- Girls
- Adults
- Teenagers
- Other: _____

Where do they live? _____

PRICING

How will charge? _____

What are your competitors charging? _____

PROFIT

How much will you make on each sale after you subtract your expenses? Profit = Income - Expenses

$$\begin{array}{ccccccc} \underline{\hspace{2cm}} & & - & & \underline{\hspace{2cm}} & & = & & \underline{\hspace{2cm}} \\ \text{Sale price} & & & & \text{Cost of} & & & & \text{Profit} \\ \text{of item} & & & & \text{item} & & & & \end{array}$$

What will you do with the money you make? Reinvest in the business? Save it? Donate it? Something else?
