Business and Marketing Plan Worksheet

Executive Summary
• Short narrative summary of the business

Mission Statement
• Short statement of the business

Objectives for the business (goals)
• Tasks – what are you going to do to complete the objectives

Market Analysis
• Demographics of your customer
• Demographics of the area

Marketing Objectives
• Describe the advertising, and promotional techniques for your business
• Tasks to complete the objectives

Calendar of Events for six months
• Choose a six months and set dates for advertising, promotions and special events
• Marketing Activity Plan

Financial Plan (optional)
• Estimated Expenses and Income Sheets
• Budget plan for six months for the business
• Marketing costs

SWOT
• Strengths, Weakness, Opportunities, Threats