

**Community Economic Development
Microenterprise Program**

4232 Forest Park Ave. St. Louis, MO 63108
(314) 256-8752 | ced@lsem.org | www.lsem.org

For- Profit Business Plan

Directions: Answer the questions as completely and as detailed as you can in the space below. Attach additional paper as needed. Email your completed plan to ced@lsem.org. **This form is only used for for-profit businesses.**

Name of person completing this form: _____ Email: _____
Phone Number: _____

1. **Name.** Your business name. List 2 possible names for your business.
2. **Type of Business.** Describe the type of business you want to have. Are you currently in business?
3. **Partners.** Identify any business partners or co-owners. If you have a partner, what are the percentages ownership and who will make what decisions for the business?
4. **Needs & Competitors.** Identify what specific need your business will be meeting. List 3 competitors. In what ways will your business be different from theirs?
5. **Customer Demographics.** Who is the type of customer you want to reach? What neighborhood or city do you want to target? Do you already have customers? What research have you collected to show how you'll be successful?
6. **Location.** Where is your business going to operate (home, office, mobile/delivery, website, etc.)? State it's in the city, county or a municipality. What research have you done on your location to attract customers?
7. **Marketing.** Describe how you will advertise your business (website, Google ads, Facebook, print advertising, word of mouth, etc.). What are these costs and how will you do it?

8. **Supplies and Staff.** List your suppliers, supplies and any staff you will need to start.
9. **Overhead.** Estimate your costs. Be exact of how much it will cost to start your business. What will you charge for your goods/services? What is your profit? These costs will help you create your budget.
10. **Funding.** List how much money you have saved to start your business and how much money you need to start your business. If you do not have money or assets, identify who/what banks/how you will get money to start and cover overhead costs (loan, current work income, etc.)
11. **Strategic plan.** What are your specific plans for growth at 3 months, 6 months, 1 year, 3 years, 5 years? How are you going to get there? List your efforts in marketing, supplies/staff, overhead costs, funding for each time period.