

## 2017 Business Plan Summary Form

<i>Business Name:</i>	<b>Submitted by:</b>		
	<b>Phone Number(s):</b>		
	<b>Email Address:</b>		
	<b>Business Category:</b> <i>(select one category)</i>	Pre-venture <input type="checkbox"/>	Established <input type="checkbox"/>

### Instructions:

Thank you for participating in the 2017 Amazing Entrepreneur Contest conducted by Gwinnett Chamber Economic Development, in partnership with the Gwinnett Small Business Development Center (SBDC). This contest is open to two categories of businesses: Pre-venture and Established Businesses.

To apply for this contest, all participants are required to complete and submit a condensed business plan (along with certain other documents listed on the contest website). The following template has been provided to guide you in preparing your submission, but first carefully read the contest rules on the website. Please adhere to the following guidelines in using this form:

- The condensed business plans must be restricted to fit on no more than two pages
- The template provided has fixed-size response blocks. Overflow information will not be recorded. Use every effort to be comprehensive yet brief at the same time
- Complete the attached template using a 10-point Arial or Calibri font.
- If you choose to use your own format
  - your submission must not exceed two pages
  - be sure to include all information asked for in the template
- A separate Excel spreadsheet template is provided for your financial information. It has its own instructions.

Template Content Guide:

The template that follows can be used for both the Established Business and Pre-Venture categories, but contestants should use the questions below to tailor their answers according to which category they are entering.

PRE-VENTURE QUESTIONS	ESTABLISHED BUSINESS QUESTIONS
<p><b><u>Company Description:</u></b> What is the business concept? Describe the type of business, what it will do, and how it will do it.</p>	<p><b><u>Company Description:</u></b> Describe the type of business. Does the company have a mission statement?</p>
<p><b><u>Products &amp; Services:</u></b> Describe the products and/or services your company will offer. What makes your products and/or services unique? Why do your customers need your products and/or services?</p>	<p><b><u>Products and Services:</u></b> Describe the current products and/or services your company offers. Describe the potential products and/or service your company can offer to grow your business. Why do your customers need your products and/or services?</p>
<p><b><u>Company Goals:</u></b> What are your goals for 6 months? What are your goals for 12 months? What are your goals for 2 years?</p>	<p><b><u>Company Goals:</u></b> What are your business goals for the next year? What are your goals for the next 2 years? What about 5 years?</p>
<p><b><u>Competition:</u></b> List your direct competition (Direct competition is a situation in which two or more businesses offer products or services that are essentially the same).</p> <ul style="list-style-type: none"> <li>• What are their strengths?</li> <li>• What are their weaknesses?</li> </ul> <p>List your indirect competition (Indirect competitors are businesses that offer slightly different products and services, but target the same group of customers to satisfy the same need).</p> <ul style="list-style-type: none"> <li>• What are their strengths?</li> <li>• What are their weaknesses?</li> </ul>	<p><b><u>Competition:</u></b> Describe your competitors. What sets your company apart from your competitors? As your business grows, how will your competition change for your business?</p>
<p><b><u>Target Market:</u></b> <i>(this section is divided into type of customer: Business-to-Consumer and Business-to-Business).</i></p> <p>You may use the lists below as a guide, but it's important to present a good description of your target market as you picture it.</p>	<p><b><u>Target Market:</u></b> <i>(this section is divided by type of customer: Business-to-Consumer and Business-to-Business).</i></p> <p>You may use the lists below as a guide, but it's important to present a good description of your target market as you picture it.</p>

Describe the following about your potential customer [product and/or services end user]:

Describe the similarities and differences in your current customer base [product and/or services end user]:

**PRE-VENTURE CONTINUED**

**ESTABLISHED BUSINESS CONTINUED**

Business to Consumer

Age range/Gender  
Income/Education Levels  
Common Problems  
Other

Business to Consumer

Age range/Gender  
Income/Education Levels  
Common Problems  
Other

Business to Business

Industries  
Company Size (employees, revenue, etc.)  
Common Problems  
Other

Business to Business

Industries  
Company Size (employees, revenue, etc.)  
Common Problems  
Other

Marketing Plan:

How will you communicate and reach out to your potential target customers? What marketing message will you send them? How will you position yourself against your competition?

Marketing Plan:

What are your current marketing methods? What digital media strategy do you currently use (i.e. Facebook, email, etc.)? As your business grows, how will your marketing plan change? How do you position yourself against your competition?

Personnel Requirements:

Describe the business owner's skills, talents, previous experience, etc. that play a role in this business.  
Describe your potential employee requirements (number of positions, job titles, etc.).

Personnel Requirements:

Describe the business owner's skills, talents, previous experience, etc. that play a role in this business.  
Describe the current workforce (number of positions, job titles, etc.). What personnel changes will occur as your business grows?

Identified Obstacles:

What obstacles do you anticipate as you start the business? What steps will you take to overcome these obstacles?

Identified Obstacles:

What obstacles have you overcome after starting your business? What obstacles may occur as you grow the business? What steps will you take to overcome these obstacles?

**Company Description:**

**Products and Services:**

**Company Goals:**

**Competition:**

**Target Market:**

**Marketing Plan:**

**Personnel Requirements:**

Identified Obstacles:

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