

Major Expenses

Category	Estimated Annual Total

Notes on Operating Efficiency and Profitability:

Notes on Pricing Research & Pricing Strategy:

Notes on Record Keeping:

Notes on Financial Management:

Exit Strategy:

BUSINESS NAME:

OWNER(S): BUSINESS TYPE:

MISSION:

CUSTOMER NEED:

PRODUCT/SERVICE:

PRIMARY MARKET:
DISTRIBUTION CHANNEL:

SECONDARY MARKET:
DISTRIBUTION CHANNEL:

KEY OPERATION #1:
NEEDS (IF ANY):

KEY OPERATION #2:
NEEDS (IF ANY):

KEY OPERATION #3:
NEEDS (IF ANY):

KEY OPERATION #4:
NEEDS (IF ANY):

INVESTMENT #1 (\$_____)

INVESTMENT #2 (\$_____)

INVESTMENT #3 (\$_____)

STAFFING PLAN:

TITLE	#	NAME(S)	DESCRIPTION	PAY RATE	ANNUAL EXPENSE

EXIT STRATEGY: