

# Business Plan With a Purpose



## Dear Kid Boss...

**Congratulations! If you are reading this, then you have taken the first step to become an entrepreneur. This guide will help you compose a well-established business plan as you go through the journey of starting your own business.**

**The best part about this process is that you get to come up your own plan to sell and provide the things you love doing and making to others! It takes focus, patience, and determination to take on a task like creating a business, and someone like you is perfect for the job! A young mind like yours has big ideas that can change the world, so what's stopping you from creating a business? NOTHING!**

**Feeling stuck? Have a great idea but don't know where to start? It's okay! This process isn't meant to be completed alone. Every great entrepreneur needs help. Working with a parent, guardian, or trusted adult is a great idea! Our loved ones are the biggest supporters in our lives, and a situation like this is no different.**

**For more guidance on working through this business plan, head over to the Produced With Purpose website, [www.producedwithpurpose.org](http://www.producedwithpurpose.org), for videos and documents that will provide you with the help you need to bring your ideas to life. I am here for you every step of the way! Contact me through the website with any questions or concerns you have when working on your business plan and I will be happy to help you.**

**Don't forget that once you officially start your business, a great way to get customers and spread the word about your product or service is attending the Young Entrepreneurs Showcase on Saturday, May 20, 2023! The Produced With Purpose website has more information about how you can register and be a part of the event!**

**Here's to your success!**

**Leila Hilliard  
Founder**

# BUSINESS DETAILS

**Business Name:**

**Created By:**

**Product or Service Idea: What is your big idea? What Will you sell? Is it a product or a service? How does it help people? Be as specific as possible.**

**Business Logo:**

**TIP: Logos are simple to create but should require some thought! They are one of the first things a customer might see when they search for your business or look at your business card. They should be simple, appropriate, memorable, and original.**

# SPREADING THE WORD

**Your Customers: Who will be your customers (i. e. adults, kids, animals, etc. )? How old are they? Where do they live? What are their interests? What problem do they need solved?**

**Pitch: What will you tell others about your product or service in 15 seconds or less?**

**Marketing Strategy: Where or how will you tell people about your business (i. e. emails, fliers, signs, online, word of mouth, etc. )? What materials will you need for your marketing strategy?**

# MAKING THE MONEY

**Startup Costs: Where will you get money to start your business (i. e. savings account, loan from family, etc. )?**

**Materials: What materials will you need for your product or service (fliers, business cards, posters, equipment, tools, etc. )?**

**Cost of Materials: How much will the materials cost?**

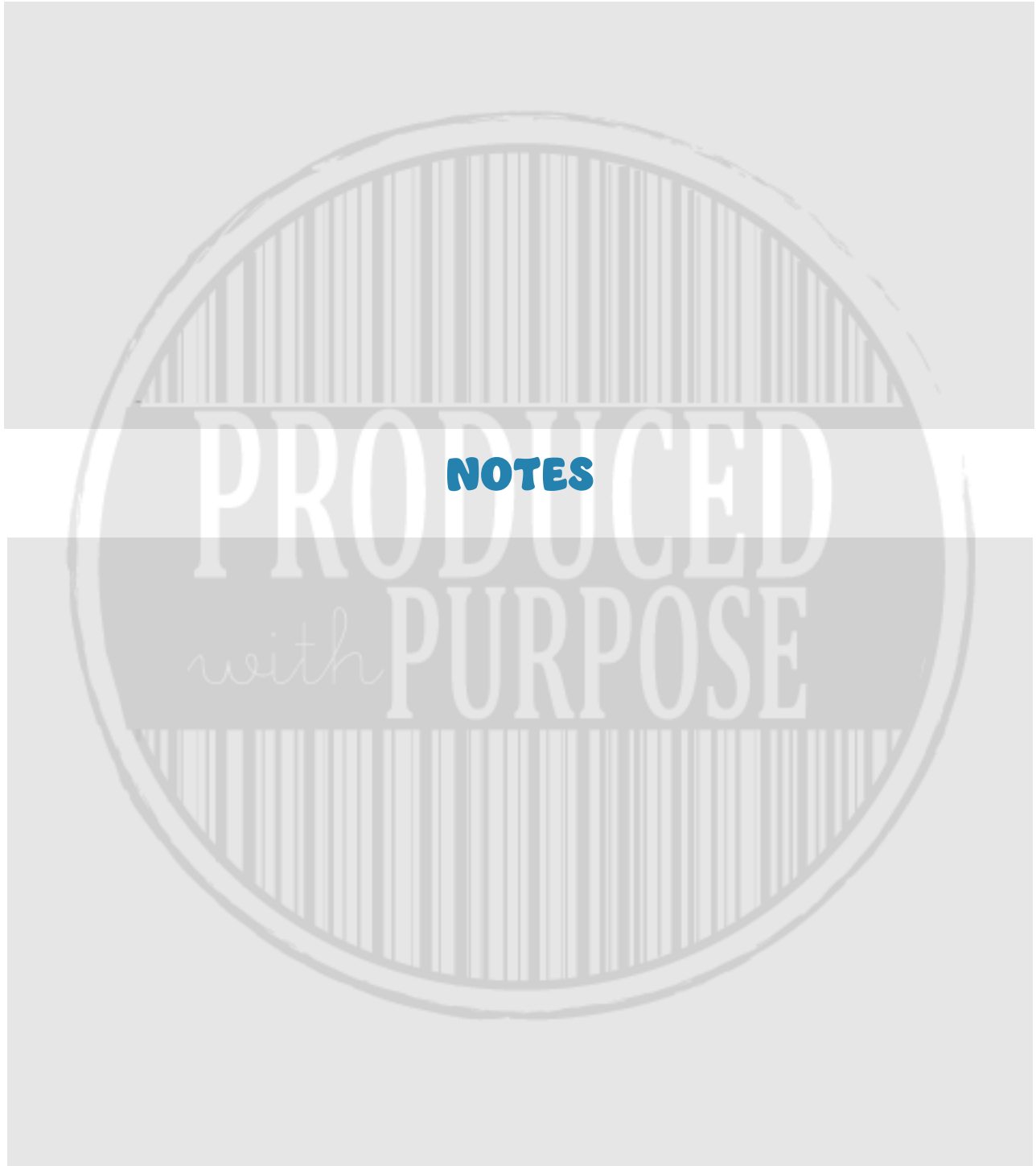
**Cost Per Unit: What is the cost of making EACH product or providing EACH service?**

**Pricing: How much will you charge? Make sure you set your price above the cost per unit.**

**Profit: How much will you make on each sale after you subtract your expenses?**

## DO SOME GOOD

**Profits Plan: What will you do with the money you make? Will you buy more supplies? Donate? Save? Make a plan for spending, saving, and sharing.**



**NOTES**