



KeikiCo Contest



Business Plan Outline

Cover Page

1. Division
2. School Name and Island
3. Company Name
4. Team Member Names
5. Teacher/Advisor
6. Date

Executive Summary

1. Briefly describe the product or service
2. Why do you think the product or service is a good idea?
3. Why do you think it will be successful?

The Business

1. Company Name: Describe how you came up with the name
2. Mission: Describe what the company does; for whom and why
3. Vision: Describe where you want the company to be one day
4. List your Company Objectives

The Product or Service

1. Describe how you came up with the idea to create your product or service
2. Describe your product or service
3. Market Research: Who are your competitors and how did you determine who they were?

Marketing Plan

1. Target Market: Who will your customers be?
2. Marketing Strategies
 - a. Product : Describe the product or service (how it works, features, packaging design). What makes the product or service great or different?
 - b. Price: how much will you sell your product or service for? How does it compare to competitors?
 - c. Promotion: How will you attract customers?
 - d. Placement: Where will you sell your product or service?

Finance

1. Startup Costs: How much will it cost to start up your business?
2. Source of Financing: Where do you plan on getting the funds needed to start?
3. Cost Per Unit: What are all the different elements needed to create your product or service? How much does each unit cost?
4. Profit: How much will your profit be per unit?
 - a. How did you decide on the profit per unit?
 - b. What will you do with the profit? Make a plan for spending, saving and sharing.
5. Sales Projection for Year 1: How many units or services will you sell in the first year? How much profit will that give you?

Got questions? Contact us at keikico@asbhawaii.com!