



# 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?



Member FDIC  
asbhawaii.com

Got questions? Contact us at [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com)!