

Grow GNG Challenge

Request for Business Proposal



USE THIS TEMPLATE TO COMPLETE YOUR BUSINESS PLAN FOR THE GNG CHALLENGE.

REFER TO

<https://www.score.org/resources/business-plan-template-startup-business>

or

<https://www.score.org/resources/business-plan-template-established-business>

FOR DETAILED INFORMATION AND INSTRUCTION ON HOW TO COMPLETE THIS DOCUMENT.

OWNERS

Your Business Name

Street Address

Address 2

City, ST ZIP Code

Telephone

Fax

E-Mail

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II. Executive Summary

III. General Company Description

Mission Statement:

Company Goals and Objectives:

Business Philosophy:

To whom will you market your products?

Describe your industry.

Describe your most important company strengths and core competencies.

Legal form of ownership:

IV. Products and Services

Describe in depth your products or services

Competitive advantages or disadvantages

V. Marketing Plan

Market research

Economics

Facts about your industry:

Product

Products and Services from your customers' point of view.

Features and Benefits

List all of your major products or services.

Customers

Competition

List your major competitors:

Table 1: Competitive Analysis

FACTOR	Me	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Products						
Price						
Quality						
Selection						
Service						
Reliability						
Stability						
Expertise						

FACTOR	Me	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Company Reputation						
Location						
Appearance						
Sales Method						
Credit Policies						
Advertising						
Image						

Niche

Strategy

Promotion

Promotional Budget

Pricing

Proposed Location

Distribution Channels

Sales Forecast

VI. Operational Plan

Explain the daily operation of the business, its location, equipment, people, processes, and surrounding environment.

Production

Location

Legal Environment

Personnel

Inventory

Suppliers

Credit Policies

Managing Your Accounts Receivable

Managing Your Accounts Payable

VII. Management and Organization

Management of the business on a day-to-day basis

Professional and Advisory Support

VIII. Personal Financial Statement

Include personal financial statements for each owner and major stockholder, showing assets and liabilities held outside the business and personal net worth.

IX. Startup Expenses and Capitalization

X. Financial Plan

12-Month Profit and Loss Projection

36-Month Profit and Loss Projection

Projected Cash Flow

Opening Day Balance Sheet

Break-Even Analysis