Business Plan Project

Students will be group in threes, to develop a business plan of a business or your choice. The best quality business plan will be sent to the Dade County Youth Fair. Being a Miami-Dade County event there is restrictions on what the business can be. The following businesses are prohibited:

* Any business that deals with alcohol, such as a club, or a bar.
* Any business that deals with any actions that is illegal and against the law in the state of Florida.
* Any business that is not supported by Miami-Dade County Schools.

The Business Plan will follow standards as explained by the teacher, Mr. Schmidt, or [www,score.org.](http://www.score.org) With the PowerPoint (Marketing), Excel (Financials) and Word (Business Plan) supplements for the Miami-Dade Youth Fair.

The Business Plan will have the following information in great detail:

* Cover Page, logo of the company, name of the company, address, telephone, e-mail and website.
* Statement of Purpose, Tell the reader why you are writing this report.
* Table of Contents, hyperlink to the page
* Part 1 Organizational Plan
	+ Summary Description of the Business
		- Products and Services
		- Intellectual Property
		- Location
		- Legal Structure
		- Management
		- Personnel
		- Accounting and Legal
		- Insurance
		- Security
* Part 2 The Marketing Plan
	+ Overview and Goals of Your Marketing Strategy
		- Marketing Analysis
		- Marketing Strategy
		- Customer Service
		- Implementation of Market Strategy
		- Assessment of Marketing Effectiveness
* Part 3 Financial Documents
	+ - Summary of Financial Needs
		- Loan Fund Dispersal Statement
		- Pro Forma Cash Flow Statement
		- Three-Year Projection Income Statement
		- Projected Balance Sheet
		- Break-Even Analysis
		- Profit and Loss Statement
		- Financial Statement Analysis
		- Business Financial History
* Part 4 Supporting Documents
	+ - Personal Resume
		- Owner Personal Financial Statements
		- Legal Documents
			* Partnership Agreement
			* Papers relating for Corporation
			* Sole Proprietorship, licenses, certifications, and etc.
			* Copy of Leases, Mortgages, and Purchases Agreement
			* Letter of References
			* Contracts
			* Credit Reports
			* Letters of References
			* Miscellaneous Documents

Financials will use Excel to develop spreadsheets for the following:

* Summary of Financial Needs
* Loan Fund Dispersal Statement
* Pro Forma Cash Flow Statement
* Three-Year Projection Income Statement
* Projected Balance Sheet
* Break-Even Analysis
* Profit and Loss Statement
* Financial Statement Analysis
* Business Financial History

Marketing, PowerPoint to market the business so that stakeholders will be involved in your business:

* Marketing Analysis
* Marketing Strategy
* Customer Service
* Implementation of Market Strategy
* Assessment of Marketing Effectiveness

All data, information and pictures from websites, newspapers, and any other resources must be cited and references and Bibliography at the end.

This project must be completed by the time the project goes to the Miami-Dade County Youth Fair to receive full credit for the project. Due date for the project is **February 27, 2020**

The teacher will instruct you through the project, attendance is mandatory. Each member of each group will do their share of the work on the project. There is a model of a business plan on the class webpage at

You will need to use OneDrive and share each of the projects with the people in the group. The use of OneNote will be extreme use in this project.

Good Luck!

Mr. Schmidt