**Business Plan Template – CDBG Microenterprise Grant**

*Please answer the below questions based on your current business stage/situation.*

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| Name: |
| (Proposed) Business Name**:** |

### Description & Foundation

What goods and/or services do you plan to or already sell?

Describe your business/idea. Include market analysis and note trends in your industry. Is there sufficient demand for your business (idea) and why will your business be successful?

What is your experience in this type of business? How many years have you worked in the industry? What licenses, education or other training do you have or need to run this type of business? If already in business, when did you start?

What do you (or will you) charge for your products/services? Please explain how set prices for your goods or services.

Where will your business be located? Do you have or need a lease/permit? What hours will/does your business operate? How many employees (including owner) will/does your business need/have?

What is (or will be) your business entity type? (Sole proprietor, Partnership, LLC, S-Corp)?

### Market

Describe your target customer or the people/businesses that most need your product or service. What problem or need do they have that your product or service will help fix or help?

What is/will be your business’s service area? How many people live/work in this area? How many of these people/businesses are your target customer?

How do you reach your customers? How will you advertise and promote your business? Briefly explain your marketing strategy.

Who are your competitors (direct and indirect)? What do they offer and how much do they charge? Choose at least two competitors - list their strengths, weaknesses, and prices. How is your business different or better?

### Financials

List the supplies, equipment, and working capital you need (including costs) to start your business or implement your business plan.

What are your funding sources for these items? How will CDBG grant money specifically be used from this list?

How much of your own money have you invested or will invest in this business?

How many customers do you expect to have over the course of a year?

What ongoing costs do you believe you will have to run the business?

Is your business seasonal?

### Goals and Support

What is your timeline for getting your business started or, if you’re an existing business, implementing your plan/ reaching your business goals?

Within the first 12 months after starting your business or implementing your business plan, what SPECIFIC goals do you want to accomplish? (Goals can be measured, so please let your answers reflect how you will measure your success.)

Who can you turn to for support and advice to help you through the challenges you will face during your business operations?

Please share anything else that you think is pertinent.