**Business Plan Worksheet**

Product/Service you are creating/opening:

**History and Description of the Business**

Why was the business started? (why did you choose this product/service to do):

What need is the business going to fill?

What is the demand for the business? What WILL the demand be in the future?

**Goals**

Provide the vision (mission) for the business. Where do you see the business going?

List short-term goals

List long-term goals

**Products and Services**

Provide a detailed description of the **initial** products/services that your business is going to offer.

Provide a description of the **future** products that your business is going to offer.

Do you have any proprietary features? (copyrights, trademarks, patents, etc.) Explain.

**Unique Features of the Business - Methods of Differentiation**

Provide a description of how your business' products/services are different than all of the others in the market. Why will customers frequent your business instead of XYZ's Company's?