



7th Annual Youth Entrepreneur of the Year Competition

Business Plan Outline

Instructions: Use the outline provided below to submit an outline of your business plan. The outline is a simplified version of a typical business plan and provides questions and examples to guide you in the writing process. For additional resources, visit the JA Student Center at <http://studentcenter.ja.org/Business/>, or view the business plan for last year's winner at www.myJA.org/students/yeoty/. Please use the Times New Roman font, 12 point, double spaced.

- I. Executive Summary
 - Overview: What is your product or service? Who are your customers? What makes your product or services valuable and/or unique?
 - Business Objectives: What do you plan to accomplish within the next year? Be specific. Use numbers and/or percentages whenever possible.
 - Mission: Describe the overarching goal of your business.
 - Keys to Success: What are the key factors to ensuring the success of your business?

- II. Company Summary

How did you come up with your business plan idea? How has the business changed from the original start-up to your current business?

- III. Products or Service

Describe what you are selling. Focus on customer benefits.

- IV. Market Analysis Summary

How much demand is there for your product or service? Do you provide a unique service or product? If you have competitors, what sets you apart?

- V. Strategy and Implementation Summary

How do you make or provide the services or goods? How do you market your product or service to customers?

- VI. Management Summary

Do you have staff or are you responsible for the management and daily operations of your business? Describe what you believe makes a successful business person, and why you should be considered for the honor of Youth Entrepreneur of the Year.

- VII. Future Plans

Where do you believe your business will be five years from today? Where do you believe your business will be ten years from today? What is your exit strategy?

- VIII. Balance Sheet

Include a Balance Sheet, using the attached worksheet as a guideline. You may optionally include information on Cash Flow, a Break-Even Analysis, and Profit and Loss.