

Feasibility Plan

This feasibility plan is about figuring out if you have a clear business idea, a well-defined potential market, reasonable expenses and a reasonable chance for success.

From Chapter One – Define Your Business

1. What will your business do?

2. Who is your ideal customer?

3. What problem do you solve for your customers? What necessity or desire do you satisfy for your customers?

4. What makes your product or service different or unique from similar products or services that are already in the marketplace?

From Chapter Two – Marketing Plan

1. What are the features of your product/service?

2. What are the benefits of your product/service?

3. List your main products or services and the price(s) you will charge?

Description: _____

Price: _____

4. Where will you sell your product/service(s)?

From Chapter Three – Sales Plan

1. What activities will you undertake in order to find prospective customers?

2. What do you know about your potential customers?

3. What questions can you ask them to better match your product/service to their needs?

4. What types of objections do you think you will encounter and how will you respond to those objections?

5. What language will you use to ask for the sale?

6. How will you follow up with your customer after the sale?

From Chapter Four – Make Money from Your Business

Profit and Loss (P & L) Projection

Month	Month 1	Month 2	Month 3
1. Sales Income			
2. Total COGS			
3. Gross Profit Line 1 – Line 2			
4. Operating expenses			
5. Net Profit or (Loss) Line 3 minus lines 4			

From Chapter Five – Break Even Point Analysis

	Item	Description	Amount
A	Minimum Monthly Owner's Draw	<i>The amount of money it takes to pay your personal expenses each month</i>	
B	Monthly Operating Expenses	<i>The amount of money it takes to pay your business expenses each month</i>	
C	Total Monthly Expenses	<i>The amount of money it takes to pay both your personal and business expenses each month.</i>	

D	Average Price per Unit	<i>The amount you will charge for one unit of your product/service (if you have more than one product/service, use the price for your signature product/service.)</i>	
E	COGS (Cost of Goods Sold)	<i>The amount it will cost you to produce one unit of your product</i>	
F	Gross Profit	<i>The amount of profit you make on each unit you sell</i>	
G	Break Even Point	<i>The number of units you need to sell each month just to pay all the bills</i>	

From Chapter Six – Cash Flow Projections

	<i>Notes</i>	<i>Start Up</i>	<i>Month 1</i>	<i>Month 2</i>	<i>Month 3</i>
Cash Available					
Cash on Hand at Start		\$	\$	\$	\$
<i>Owner/Loan Injection</i>		\$	\$	\$	\$
<i>Sales</i>		\$	\$	\$	\$
Sub-total		\$	\$	\$	\$
Total Cash Available		\$	\$	\$	\$

Cash Out of Operations

	<i>Notes</i>	<i>Start Up</i>	<i>Month1</i>	<i>Month2</i>	<i>Month 3</i>
<i>Payroll expenses (outside labor)</i>					
<i>Payroll Expenses (taxes, etc.)</i>		\$	\$	\$	\$
<i>Training & outside services</i>		\$	\$	\$	\$
<i>Office Lease</i>		\$	\$	\$	\$
<i>Supplies (Office and Optng)</i>		\$	\$	\$	\$
<i>Advertising</i>		\$	\$	\$	\$
<i>Repairs and Maintenance</i>		\$	\$	\$	\$

<i>Car, Delivery, Travel</i>		\$	\$	\$	\$
<i>Accounting and Legal</i>		\$	\$	\$	\$
<i>Telephone & internet</i>		\$	\$	\$	\$
<i>Dues & Subscription</i>		\$	\$	\$	\$
<i>Licenses</i>		\$	\$	\$	\$
<i>Business and auto Insurance</i>		\$	\$	\$	\$
<i>Bank Expenses</i>		\$	\$	\$	\$
<i>State & City Taxes</i>		\$	\$	\$	\$
<i>Income Taxes</i>		\$	\$	\$	\$
<i>Loan Payment</i>		\$	\$	\$	\$
<i>Other Start-up Costs</i>		\$	\$	\$	\$
<i>Capital Expenditures</i>		\$	\$	\$	\$
<i>Inventory Purchased</i>		\$	\$	\$	\$
<i>Owner's Withdrawal</i>		\$	\$	\$	\$
Total Cash Paid Out		\$	\$	\$	\$
Cash Balance End of Month		\$	\$	\$	\$

From Chapter Seven – Legal, Taxes and Licensing

1. What legal structure will your business have?

2. What business licenses will you need for your business?

3. What taxes will you have to pay for your business?

4. What types of insurance do you need to obtain for your business?

From Chapter Eight – Organizing Your Business

1. How will I organize and store my company's business records?

2. How will I manage my time as a business owner?

3. What are my short-term and long-term goals as a business-owner?

My three short term (1 year) goals are:

1. _____

2. _____

3. _____

My two long term (2 to 4 year) goals are:

1. _____

2. _____