

Computers 101
HOMEWORK ASSIGNMENT #1
Business Plan

Due: 11-29-07 (6P group 2)
11-30-07 (6M group 2)
12-06-07 (6P group 1)
12-07-07 (6M group 1)

A business plan is considered as a blueprint and communication tool for your business. It will help you, the owner, set out how you intend to operate your business. It is also a road map to tell others how you expect to become successful in your business. In this assignment you will be writing a business plan about your ice cream stand.

For homework, **come prepared to computer class on the above due date** (please note your classroom and group number to make sure you have the correct due date) with information for numbers **1, 2, 3, 4, 5, and 7** below:

- 1. Title Page.** The title page must include:
 - Name of the Owner
 - Name of the Business
 - Address (you can use your own home address or make up one). Include:
 - i. Street
 - ii. City
 - iii. Zip Code
 - Telephone (make up any 10 digit number. E.g.: 603-123-4567)
 - E-Mail (use the name of your business then attach @computer101.com to the end)
- 2. Company Description/Summary**

The company description/summary briefly describes what your business is, what product(s) you will be selling, who will be your customers, who are the owners, and any future plans for your business.
- 3. Products**

Describe the types of products (ice flavors, novelties, sundaes, etc.) you will be selling. You can put pictures, drawings, and/or any sales pitch in this section.
- 4. Strategy**

In this section describe how you are going to market your ice cream stand. How are you going to get the word out to your customers? How are you going to advertise: what media and how? Example: flyers, TV commercial, radio announcements, newspaper ads, etc.
- 5. Operational Plan**

Describe how are you going to run your business. The following questions should be answered:

- Are you going to hire additional employees, and if so how many? How much are you going to pay your employees? What is/are your employee(s) job tasks (serving ice cream, cleaning up, reordering to fill inventory, etc)?
- What are the hours is your business going to be opened? Is your business going to be year round or only opened during certain season(s)? If so what seasons?
- What are the prices of your products? Are there going to be any specials? If so, on what day(s)?
- How are you going to accept payment of your products (cash only, checks, credit cards, etc.).

6. Startup Expenses

The startup expenses are what you have outlined in your Excel spreadsheet, specifically on your summary worksheet. In this section list those expenses and the amount you have been loaned by the bank. The best way to present this is in a table format highlighting the information you have documented in your summary spreadsheet of your Excel project. **We will work on this section together in class.**

7. Appendices

You include any brochures, advertising materials, or pictures in this section. Also list any references and/or resources you used to help you write you business plan. This is including any web sites links where you got your information.