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**10-Point New-Business Plan**

Each of the questions below deserves consideration before starting a new business. Your answers will help form the basis of a complete business plan as you move forward.

If you do not yet know the answers to these points, we have resources to help you, including our **Start Smart** workshops and on-line resources that we can provide.

1. What primary product or service will you provide?
2. What is the need for this product or service?
3. Who is the target market(s) for your product or service?
4. Who else is providing this product/service?
5. Why will the customers buy from you and not the competition?
6. What will you charge for the product? How did you determine that selling price?
7. What will it cost to produce and deliver this product or service to a customer? (Have you included fixed expenses, variable expenses, and cost of goods sold?)
8. How many pieces must you sell (or how many clients must you obtain) in order to generate the revenue you desire?
9. What amount of annual profit do you expect based on the costs and sales estimated above?
10. Is this amount of annual profit sufficient for you to meet your goals?