

Business Concept: **Business Concept Outline**

Fill in the spaces below (front and back) to the best of your ability. This outline will help you draft your feasibility plan.

Business Idea	
Personal Background	
Industry Profile	
Target Markets	
Other Key Factors	

Business Concept: **Competitor Data Collection Plan**

For each category, brainstorm ways you can collect information about your competitors.

Price	
Benefits/Features	
Size/profitability	
Market strategy	

Marketing Plan: **Target Market Research**

List your target market options at the top; identify at least two. Start filling in the worksheet with the information that you already have and make up information that you need to complete the worksheet. This temporary information can be changed to real facts with further research.

	Target Market 1	Target Market 2	Target Market 3	Target Market 4
Channel Position				
Key Demographics				
Buying Habits				
Market Size and Share				

Marketing Plan: **Target Market Comparison**

Compare alternative target markets by using the criteria outlined in the workshop. Use a + as a positive, 0 as neutral, and – as a negative.

	Target Market 1	Target Market 2	Target Market 3	Target Market 4
Need				
Profit				
Sales				
Channel Conflict				
Competition				
Fits Me				

Marketing Plan: **Competitive Comparison Chart**

Rate each characteristic for your business and for your competitors. Use plus (+), neutral (0), or negative (-) for each characteristic based on how you think your CUSTOMERS would perceive them. Ratings estimate should compare all the businesses with "average" receiving a rating of "0".

	My Business	Competitor 1	Competitor 2	Competitor 3
Benefits/Features				
Pricing				
Sales Size/Mix				
Market Strategy				
Business Model				

Marketing Plan: **Product & Service Description**

Complete the following sections to help you create a product and/or services description.

Business Name	
Product Idea/Service	
Special Benefits	
Unique Features	
Limits and Liabilities	
Production and Delivery	
Suppliers	
Intellectual Property Special Permits	

Marketing Plan: **Pricing Strategy**

Write one paragraph describing your anticipated pricing strategy, based on what you have learned so far in this session.

Business Name	
Briefly describe your pricing strategy below:	

Goal	Objective	Audience	Strategy	Tactics
Increase Awareness	Facebook Fans + engagement (from X to Y#)	Adults in KC 35+	Facebook	Facebook posts Facebook ads