

BARE MINIMUMS

Business Plan

MOUNTAIN MAMA FLORALS

My Business Identity

- Business Name:
- Goal as my business:
- Key words to describe my brand:

Long Term Goals

- 2-3 years from now:
- 10 years from now:

Goods / Services

- What am I selling?
- Variations?
- If selling in phases, what am I selling when?

Target

- Audience
- Location(s)
- Audience's Interests

SWOT *Analysis of My Business*

- Strengths (internal)
- Weaknesses (internal)
- Opportunities (external)
- Threats (external)

Money

- Income goals
- Sales goals and Profit margin goals
- Estimated overhead costs
 - Insurance, accounting, website, advertising, utilities, rent, travel, etc.