

BUS450 – Domestic Business

Business Plan Project

Throughout the course of this class, you will need to brainstorm for this project. You will need to come up with a product or a service and make a business out of it. Below you will find the information I am requesting from you.

1. Cover Page
2. Table of Contents
3. Executive Summary
4. Business Description
 - A. Mission Statement
 1. Type of Business
 2. Name
 3. Location
 4. Product Description
 5. Position
 6. Pricing Strategy
5. Market and Industry Analysis
 - A. Customer Profile
 - B. Market Segment
 1. Target Market and Demographics
 2. Competition
6. Sales and Marketing
 - A. Method of sales
 - B. Advertising and Promotion
 - C. Slogan
 - D. Character/Spokesman
7. Management
 - A. Ownership

You will also need to prepare a **PowerPoint presentation** addressing the information above. Think of this presentation as our version of “Shark Tank”. You need to make me want to invest in your business.

Start working on your Business Plan NOW!

Your business plan power point is your Final and is due July 8th – 11:55PM (CST)