**Simplified School-Base Business Plan Outline**

This simplified business plan outline is for a School-Based Enterprise (SBE). You can use this guide to write up your simplified SBE plan, you can develop a more detailed business plan, or you can use the DECA SBE guidelines and enter them into competition. Students should write this plan as you advise them.

1. TITLE PAGE

Your School’s Name, Address, Phone, Fax, email, and web site address.

List contact information for the teacher and the main student store manager to answer questions about the plan.

2. EXECUTIVE SUMMARY

A short statement (paragraph or more) to highlight the business concept and its purpose. At the end of this summary, include a paragraph about what you spent your MERA grant on, list what was purchased and give a general statement of how it was used.

3. OPERATIONS

Describe business specifically; products or services.

How is the product/ service produced and delivered?

Location and size of store (can be a cabinet with supplies/inventory); capacity to produce (if this applies).

Equipment and space required

Suppliers you intend to use.

4. MANAGEMENT

List manager(s) names, addresses, and phone numbers

Describe each manager's duties

Show the number of employees.

5. MARKETING Describe your target segment.

List primary competitors; their strengths/ weaknesses.

Price your product or services and list them

List funding that will be used for advertising, business cards, sales literature, etc.

How will the SBE be advertised in the school (and/or in the community)

6. FINANCIAL

Estimate funds required for your business and what sources you may approach.

Describe how funds are handled (separate bank account or through school) and by whom

Create a listing of all revenues and itemized expenses for a given period of time (minimum of 2 months)