

# S | T | E | P

Student Entrepreneur Program

## BUSINESS PLANNING GUIDE



Presentation  
Systems Inc.

# So you want to start a business.

## What do you need to do to make that happen?

### STEP 1: Make a business plan

#### What is a business plan?

A business plan is a document that describes your idea for a product or service and how it will make money. It outlines goals and estimates expenses (cost of doing business) as well as profit (money made after expenses have been paid).

#### Why do I need this?

A business plan is a guide or roadmap. It helps you to plan out the different parts of your business on paper. It helps an entrepreneur think about the costs of starting a business and show investors that you are serious about your idea.

### STEP 2: Develop your idea

What product(s) or service will your business sell?

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What about your product or service will make people want to buy it?

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### **STEP 3: Marketing**

Who are your target customers? *Describe them with as much details as possible:*

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Where will you sell your product(s) or service? *Provide details on physical location of your business and where potential customers will be able to find your product(s) or service:*

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How will you advertise and promote your business?

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What is the name of your business? *Think about what your name says about your business. Is it easy to pronounce and remember?*

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## STEP 4: Finances

In any business you must first know your start-up costs. These are the expenses for obtaining the materials you will need to get your business up and running – like equipment and supplies.

If your school already owns an eColor Poster Printer System, then the equipment cost will not be a factor. If your school purchased the eColor System in order to start your business, then you will need to factor in the cost of the printer when you look at start-up costs.

Cost of eColor System: \_\_\_\_\_

Cost of STEP: + \_\_\_\_\_

Cost of advertising: + \_\_\_\_\_ *(total will depend on # and cost of materials printed)*

Total start-up costs: = \_\_\_\_\_

You will also need to figure out how much you are going to charge customers for your product(s) or service. We have prepared a separate chart on the next page for you to calculate your cost and then decide what you will charge your customers in order to make a profit.

What will you do with the profits from your business? *(Will you buy more supplies? Donate to any organizations or charities? Purchase additional equipment to expand the product(s) or services your business offers?)*

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It's time to calculate your costs; figure out what you will charge your customers; and see what your potential profits will be.

First, use the SUPPLY PRICE LIST to calculate the cost per foot of your media & ink (*these prices do not account for the discount you received as a STEP school, so your actual cost will be slightly lower*):

**MATTE PAPER**

Cost per 100' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**GLOSSY PAPER**

Cost per 100' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**LAWN SIGN\***

Cost per 24"x18" sign: \_\_\_\_\_

**BANNER VINYL**

Cost per 40' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**"CHARLIE" ADHESIVE**

Cost per 100' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**INK\*\***

Cost per cartridge: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

\*You will need to add the cost of "Charlie" to the cost of a lawn sign in order to calculate the total cost to make a lawn sign for a customer.

\*\*The cost per cartridge of ink should be calculated based on the full set of ink cost for the correct size ink cartridges purchased by your school (either 130ml or 300ml). To figure out the cost per foot you will need to use the approximate yield #s provided on the supply price list to calculate a low-high range.

*Example: 130ml set of ink costs \$570. The set yields 200-500 posters. The average poster is 1.5 to 3 linear feet. So the range for cost per linear foot is between \_\_\_\_\_ to \_\_\_\_\_*

**24" eColor System** (Only use this form if you have a 24" eColor Printer)

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Charge to Customers</b>	<b>Potential Profit</b>
18" x 24"	Matte Paper			
24" x 24"	Matte Paper			
24" x 36"	Matte Paper			
24" x 48"	Matte Paper			
24" x 60"	Matte Paper			
18" x 24"	Glossy Paper			
24" x 24"	Glossy Paper			
24" x 36"	Glossy Paper			
24" x 48"	Glossy Paper			
24" x 60"	Glossy Paper			
24" x 60"	Banner Vinyl			
24" x 72"	Banner Vinyl			
24" x 96"	Banner Vinyl			
24" x 120"	Banner Vinyl			
24" x 12"	"Charlie"			
24" x 18"	"Charlie"			
24" x 24"	"Charlie"			
24" x 36"	"Charlie"			
12" x 18"	Lawn Sign			
24" x 18"	Lawn Sign			

**STEP 5: Final Draft**

On the next page you will summarize everything you brainstormed and fill out the expenses/charges/profit table to finalize your business plan.

**36" eColor System** (Only use this form if you have a 36" eColor Printer)

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Charge to Customers</b>	<b>Potential Profit</b>
18" x 24"	Matte Paper			
36" x 24"	Matte Paper			
36" x 36"	Matte Paper			
36" x 48"	Matte Paper			
36" x 60"	Matte Paper			
18" x 24"	Glossy Paper			
36" x 24"	Glossy Paper			
36" x 36"	Glossy Paper			
36" x 48"	Glossy Paper			
36" x 60"	Glossy Paper			
36" x 60"	Banner Vinyl			
36" x 72"	Banner Vinyl			
36" x 96"	Banner Vinyl			
36" x 120"	Banner Vinyl			
36" x 12"	"Charlie"			
18" x 24"	"Charlie"			
36" x 24"	"Charlie"			
36" x 36"	"Charlie"			
12" x 18"	Lawn Sign			
24" x 18"	Lawn Sign			

**STEP 5: Final Draft**

On the next page you will summarize everything you brainstormed and fill out the expenses/charges/profit table to finalize your business plan.

# Business Plan

**School Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Idea:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Marketing:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Finances:**

Start-up Cost: \_\_\_\_\_

Production Cost Range: \_\_\_\_\_ *(lowest cost item to highest)*

Profit Margin Range: \_\_\_\_\_ *(lowest profit item to highest)*

Sales Goal for Year One: \_\_\_\_\_ *(projected total \$ in sales)*

## **Business Contact:**

Teacher/Business Advisor: \_\_\_\_\_

Teacher/Business Advisor: \_\_\_\_\_