

YOUTHRIVE 2021 BUSINESS PLAN

Group/individual name(s):

Business name:

BUSINESS OVERVIEW

Describe your business (4 sentences):

A sketch of your product:



A list of materials needed to make this product:

COST MONEY

DO NOT COST MONEY



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GREEN INITIATIVES

How is your business an eco-friendly business? What 4 R's does your business include?

What UN Sustainability Goals do your business help contribute to?

MARKET ANALYSIS

Who is my target market?

1. Someone who is between the ages of ___ and ___ should buy our product.
2. Someone who likes _____ should buy our product.
3. Someone who has a problem with _____ should buy our product.

Therefore, the **target market** is _____

The 4 P's of Marketing

PRODUCT: *(What problem is your product fixing, what makes it special?)*

PRICE: *(How much are you charging for your product, why that price?)*

PLACE: (How will you get your product to the customers, where will you sell it? I.e. Online, in-store)

PROMOTION: (What forms of advertising will you use?)

COMPETITIVE ANALYSIS

Are there other businesses like yours? What/who are they?

What makes your business better than other businesses like yours?

Our business *mission statement* is:

You can make your *logo* digitally, or draw it here:



