

# Girls Growing the World: Business Plan Steps

## Step 1: Business Brainstorm

- What's your big idea?
- What is one of your passions that you could develop a business out of?

## Step 2: Know Your Customers

- Who needs your product or service?
- Why will they love it?
- Describe what makes the product or service appeal to these customers.

## Step 3: Product/Service Description

- Provide more details about your service or product.

### Product:

- What will it look like?
- How will it work?

### Service:

- What will you do?
- How frequently will you offer it?

## Step 4: Opponent Observation

Who is doing something else similar to this?

- Who is already in this market?
- How will you stand out?

## Step 5: Marketing Magic

- How will you let people know about your business?
- Do you have any ideas for special deals or promotions to attract customers?

## Step 6: Operations

What do you need to get started?

- What will the prices of your goods or services be?
- Who will make the products?
- How and where will they be sold?
- What customer service strategies will be in place?
- How will the inventory be managed?
- What materials will you need?
- Where will manufacturing facilities be located?

## Step 7: Money Matters

- How much money do you think is necessary to start up the business?
- How will you keep track of the earnings and spending?
- How much do you think your revenue will be?
- How much will your expenses cost?

## Step 8: Risk Assessment

- What are the potential risks the company may experience?
  - Internal risks:
  - External risks:
- What is the likelihood and impact of each risk?
- What are some ways these problems can be prevented?

## Step 9: Goals and Dreams

- What impact does your business hope to have on the world?
- What are some short-term goals you hope to meet in the first year of your business?
- What are some long-term dreams you have for the business?
- Where do you see the business in ten years?





# Business Plan



## Step 1: Business Brainstorm

## Step 2: Know Your Customers

## Step 3: Product/Service Description

**Step 4: Opponent Observation**

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**Step 5: Marketing Magic**

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**Step 6: The Nuts and Bolts**

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## Step 7: Money Matters

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## Step 8: Risk Assessment

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## Step 9: Goals and Dreams

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