**FRANCHISE BUSINESS PLAN EVENT**

**<Name of your company>**

**Skyline DECA**

**Skyline High School**

**1122 228TH Avenue Southeast**

**Sammamish, WA 98075**

**<Name #1>**

**<Name #2>**

**<Name #3>**

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# I. EXECUTIVE SUMMARY

<Insert here>

# II. BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES

1. Describe the company you wish to purchase franchise rights for

<Insert here>

1. List your short term (next 12 months) and long term objectives

<Insert here>

1. Describe the company’s major successes and achievements to date

<Insert here>

1. Describe the company’s challenges and obstacles

<Insert here>

1. Describe the requirements to franchise

<Insert here>

# III. BUSINESS ENVIRONMENT

<Insert here>

# IV. PRODUCTS AND/OR SERVICES

1. List and describe the products and/or services offered

<Insert here>

# V. PRESENT MARKET

1. Describe the present market (geographic location of your potential customers, types of customers)

<Insert here>

1. Describe the growth potential in your market

<Insert here>

1. Describe the current pricing policy

<Insert here>

1. If the business is seasonal, explain how the company adjusts to seasonal factors

<Insert here>

# VI. COMPETITION

1. List the company’s primary competitors in your market. Identify their strengths and weaknesses

<Insert here>

1. List the advantages the company has compared to its primary competitors

<Insert here>

1. List the disadvantages the company has compared to its primary competitors

<Insert here>

# VII. MARKETING PLAN

1. Describe the company’s existing marketing techniques, strategies, and tools

<Insert here>

1. Describe the marketing techniques, strategies, and tools you will use in the future to promote the business

<Insert here>

# VIII. MANAGEMENT AND ORGANIZATION

1. Describe your management team and its strengths and weaknesses

<Insert here>

1. Describe your plan to further develop your management team

<Insert here>

1. Describe your management succession plan-who will take over in the event of incapacity or continued absence of any owner or key employee?

<Insert here>

1. Describe the need for, an how you will obtain, additional management personnel based on present and projected sales

<Insert here>

# IX. BUSINESS RESOURCES

1. List the major operating equipment that you will purchase or lease

<Insert here>

1. List major suppliers, location, and payment terms

<Insert here>

1. Identify other outside resources used/or needed to fulfill customer requirements

<Insert here>

1. Describe quality control procedures

<Insert here>

1. Describe the availability of skilled labor to meet your company needs

<Insert here>

1. Describe the type and extent of necessary training that will be required to upgrade the skills of labor and administrative employees and the estimated cost

<Insert here>

1. Projected number of full-time and part-time employees

<Insert here>

1. Organizational chart

<Insert here>

# X. FINANCIAL PLAN AND DATA

1. Describe the company’s sales and profit trend.

<Insert here>

1. Outline your strategy and timing for obtaining capital

<Insert here>

1. Two-year projected operating statement

<Insert here>

1. One-year projected cash flow statement

<Insert here>

# XI. CONCLUSION

<Insert here>

# XII. BIBLIOGRAPHY

<Insert here>

# XIII. APPENDIX

<Insert here>