



MANITOBA MARKETING NETWORK

MMN's Mini Business Plan Template

1. Contact info:

a. Business name:

b. Legal form of ownership:

c. Owner(s) name:

d. Address:

e. City, Prov., Postal Code:

f. Phone:

g. E-Mail:

2. Business Description:

a. In paragraph form, describe your business and what it does and/or provides:

3. Market Research

a. Industry (Demand, trends, barriers, opportunities):

b. Competitors (list key competitors, their strengths & weaknesses and what's your competitive advantage):

c. Customer (who are your clients and/or who is your ideal client):

4. Marketing Strategy

- a. Niche – What's your unique position in the market:
- b. Products and Service description (Detail your features, benefits):
- c. Promotion and Advertising strategy incl. annual budget:
- d. Selling strategy (Trial offer, closing deals, incentives, etc...):
- e. Place (i.e. benefits of your location or from being home-based or online):
- f. Pricing strategy (High, Med, Low compared to competition; your Mark-up, etc.):
- g. Customer Service Strategy:
- h. Customer Relationship Management strategy:

5. Management and Operations

- a. Production or service delivery processes, timing, capacity, etc.:
- b. Costs to produce and/or conduct your services:
- c. Employees and job titles/description (if you have staff):
- d. List your Suppliers (do you have a back-up plan of contingency suppliers):
- e. Advisory and professional supports (Mentors, Directors, Associations, etc...)
- f. Owners roles and business involvement (Describe your key tasks):
- g. Describe your day to day business operations:

6. Finances (Insert your own spreadsheet or tax return, if preferred):

a. Revenues

Main Products and/or Services	Last year	This year	Next year (estimate)
Sales 1:	\$	\$	\$
Sales 2:			
Sales 3:			
Sales 4:			
Total Revenues	\$	\$	\$

b. Expenses

Main Expense items i.e. rent, utilities, phone	Last year	This year	Next year (estimate)
	\$	\$	\$
Total Expenses	\$	\$	\$

c. Gross profit

Total Revenues			
Less: Total Expenses			
Gross Profit	\$	\$	\$

Additional Worksheet: Enhance Your Strategic Marketing

The Marketing function and related activities in an enterprise, ensures that information from its customers allows the enterprise to respond with services or products to satisfy their needs and gets feedback on their level of satisfaction. Marketing is an interface between company and clients and interacts with other enterprise functions. Marketing and human resources develop customer service policies; marketing and public relations create and support the organization's image.

Markets of all types evolve in mostly unpredictable ways; the competition intensifies; market profiles and segments may be difficult to target; new trends constantly emerge and it's become more complex to define potential and estimate demand.

Answering the following questions may help determine where additional efforts would produce improved performance.

INFORMATION CONSIDERATIONS	Always	Sometimes	Never
<p><u>Our Customer Information</u></p> <ol style="list-style-type: none"> 1) We have defined precisely our target customers 2) We have clearly identified the needs of our customers 3) We understand how customers select service providers 4) We have built a customer data base 5) We regularly monitor our customer satisfaction levels 6) We conduct surveys, focus groups or conduct other market research 7) We have established a clear customer service policy, targets & standards 8) We keep in regular and direct contact with our customers 			
<p><u>Our Competition Information</u></p> <ol style="list-style-type: none"> 1) We have ample information on our competition 2) We have identified unique features we enjoy versus the competition 3) We have defined our quality of service versus the competition 4) We understand the entry level barriers in our sector 			
<p><u>Our Service Sector Information</u></p> <ol style="list-style-type: none"> 1) Our service offering is relevant to current social/cultural trends 2) Our service sector is unique in the market 3) We have identified substitutes to our service 4) Our operating policy and activities reflect our commitment to quality 			
<p><u>Our Market Communications</u></p> <ol style="list-style-type: none"> 1) We have a defined communication strategy and budget 			