



# BUSINESS PLAN WORKSHEET

## GOAL SETTING

**WESST**

THE PLACE TO START &  
GROW YOUR BUSINESS

The **business I am planning for** is \_\_\_\_\_. (Be as specific as possible. List type, for example: crafts, insurance sales, clothing retail store, auto repair, sewing, accounting, etc.)

The **reasons** I would like to be in this business are:

- I have experience working for someone else in this business.
- I have the skills necessary to operate this business.
- I enjoy \_\_\_\_\_, which is a part of the business. (Example, if a day care center, I enjoy educating children, or being around children.)
- It fits well within the schedule I need to on (if children or other commitments are a consideration.)
- I will be able to operate the business myself – a one-person operation
- Other reasons: \_\_\_\_\_

Where do I see my business and myself in **one year**?

- Averaging \_\_\_\_\_ customers per week.
- Generating \_\_\_\_\_ in weekly sales.
- Ahead of the competition in sales and customers.
- More efficient in its operation
- Employing \_\_\_\_\_ full time and \_\_\_\_\_ part time workers
- In a different location
- I manage while others do day-to-day tasks
- I am more stable financially
- Other goals: \_\_\_\_\_

Where do I see my business and myself in **five years**?

- Averaging \_\_\_\_\_ customers per week.
- Generating \_\_\_\_\_ in weekly sales.
- Ahead of the competition in sales and customers
- More efficient in its operation
- Employing \_\_\_\_\_ full time and \_\_\_\_\_ part time workers
- In a different location
- I manage while others do day-to-day tasks
- I am more stable financially
- Other goals: \_\_\_\_\_