



BUSINESS PLAN WORKSHEET

HOW WILL I REACH MY CUSTOMERS?

WESST

THE PLACE TO START &
GROW YOUR BUSINESS

I am a

- Wholesaler
- Retailer
- Service
- Construction
- Manufacturer
- Artist/Craft Producer

My primary product or service is _____.

My best source of customers could learn about my business by _____

My target market area is: _____

I will sell my product/service in the following manner:

- I will be the primary seller of the product or provider of the service
- Employees will be primary sellers of the product/service
- I will hire an independent public relations firm or independent sales representative
- A distributor will promote and sell my product/service for me

Following are ways my competitors in my target market reach the customer:

My plan is similar to my competitors' in the following ways:

My plan is different from my competitors' in the following ways:

My plan for knowing if I am reaching my customers is :

- "How did you learn about us" question
- Offer discounts with advertisements, flyers, and coupons
- Offer "buy before 00/00/00" coupons
- Offer incentives for rentals
- Other (list) _____
- Other (list) _____

What results will I need to get from each promotion campaign:

- Increased sales of \$ _____
- Increased number of customers _____ (#)
- Increased profits totaling \$ _____

The best season for my business is _____

The best timeframe to promote my business is _____

I WILL LET CUSTOMERS KNOW ABOUT MY BUSINESS BY:

Flyers in community (on cars, at shopping centers, etc.)

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Direct Mail

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Press release with local paper

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Newspaper advertisement

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Grand Opening Celebration

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

WILL LET CUSTOMERS KNOW ABOUT MY BUSINESS BY:

Coupons through other stores

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Radio advertisements

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Television advertisements

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Other _____

Name of organization or individual providing service: _____

When: _____ Frequency: _____ Costs: _____

Total costs of letting my customers know about my business: \$ _____