



BUSINESS PLAN WORKSHEET

ANALYZING YOUR PRODUCTS/SERVICES

WESST

THE PLACE TO START &
GROW YOUR BUSINESS

WHAT AM I OFFERING?

If this is a business in which you are making and/or selling a product, describe the different types of products you will sell. If this business is a service, describe the different types of services your business will provide.

My business **will offer** such products/services:

What makes my product/service **different from the competition?**

My product/service is **different from what is currently on the market** in the following ways:
