

Module 1

Business Plan



**** REPLACE EVERYTHING TYPED IN GREY WITH YOUR INFORMATION ****

(logo) **Company Name**

Date

Mission Statement

Who is your company?

Executive Summary

Complete overview of your company. (complete this at the end of the business plan)

Services Offered

Detail the services that you will offer your customers.

Industry Overview

What is the graffiti removal industry? (This can be completed as you work through the course)

Competitive Overview

Who are your competitors? How do they operate their company? Who are their customers? What does their SWOT Analysis look like and how can you use that to your advantage?

Company Structure

What type of company will you open? Limited company? Sole proprietor? Who will be owners and how much will everyone own? Will you have a sales person, or only tech employees? Who will drive vehicles? What type of pay structure will everyone be on?

Budget

Type your summary here, but complete them on the Budget Templates and reference them here.

Company Goals

Besides making money, what does your company want to accomplish? What goals will you strive for that will put your company in a secure place in the short and long terms? This section can help you shape your Mission Statement once you have figured out what your list of goals are.

SWOT Analysis

Strengths: List of internal strengths that you have for this business to be successful.

Weaknesses: List of internal weaknesses that you have for this business to be unsuccessful.

Opportunities: List of opportunities that are unrelated to your business or out of your control that could impact your company to become successful.

Threats: List of potential threats that are unrelated to your business or out of your control that could impact your company to become unsuccessful.

Contingency Plan

What you will do if your plan doesn't work the way you foresee it? Take a look at the lists in your weaknesses and threats in your SWOT Analysis to find possible downturns.

Marketing Plan - This will be completed through Module 2.

Company Image: What is your company name? What is your logo? What colours will represent your company? What will you want people to think when they see your company? What is your domain name? How will it look from every aspect???

Marketing Budget: Where will you advertise and how much will you allocate each month/year to advertising your company? How much will you spend on uniforms, promotions, business cards, flyers, web design and hosting, decals, SEO, and anywhere else you think is a valuable place to allocate money? (Use a spreadsheet for the cost breakdown of expenses for starting up your company and then your monthly expenses)

Social Media: What are your social media handles? What will you post and what consistency will you have?

Vehicle Decals: What will your vehicle/trailer have printed on it? (Make sure to add this in your budget)

Online: What is your website going to look like? Who will be managing and/or building it? What will your emails be?

Safety Plan

Find what your local health and safety regulations are and begin a detailed outline of what your company's safety policy and procedures will be.

Canadian Centre for Occupational Health and Safety
<https://www.ccohs.ca/oshanswers/hsprograms/basic.html>

USA - Workplace Safety & Health
<https://www.dol.gov/general/topic/safety-health>

Australia - Work Health & Safety
<https://www.business.gov.au/Risk-management/Health-and-safety/Work-health-and-safety>

European Agency for Safety & Health at Work
<https://osha.europa.eu/en/safety-and-health-legislation/european-directives>