

# Slipper business plan essay sample

[Finance](#), [Market](#)



The final document produced will be a business plan for marketumbrella. org that will serve as a road map for the maturity of the organization. It should include a written description and corresponding financial data. The goals of the business plan is:

- o To assist marketumbrella. org in identifying long-term funding needs and opportunities for three business lines (The Crescent City Farmers Market, Marketshare & Programmatic/Research Arm).
- o To assist marketumbrella. org in the development of a sustainable mix of long-term projects.
- o To assist marketumbrella. org in developing and implementing current innovative ideas into actual business practices, products and/or services.
- o To assist marketumbrella. org in growing their earned income streams.
- o To identify the strengths and weaknesses of marketumbrella. org and its competitors, and to provide a strategy to further growth.
- o To develop guidelines for the operation of marketumbrella. org.

The Business Plan Should Include:

**COVER:** The final business plan should be typed and bound for presentation and delivered in both printed and electronic formats, (1) printed copy and (1) electronic copy. The name, address, and phone number of marketumbrella. org should be on the cover. The printed version should also show the date of issue of the plan and type “ Copy Number\_\_\_\_\_” in order to control copies of the document.

**TABLE OF CONTENTS:** One page showing the topics and page references.

STATEMENT OF FUNDING PROCEEDS: A brief review of the funds required to operate the appropriate projects followed by a detailed listing of each anticipated expenditure.

EXECUTIVE SUMMARY: Summarize key facts and figures

DESCRIBE the purpose of this plan

Summarize financial projections (Yearly Gross Profits, Net Profits, Break-Even, Return On Investment and Cash Flow) Indicate major financial milestones (Note when cash flow turns positive, when break even achieved, etc.).

DESCRIPTION OF marketumbrella. org:

Describe the status of marketumbrella. org: describe concerns about expanding CCFM, Marketshare, capitalizing on research and Innovation tools.

- o Give a brief history of the business

- o Describe current product(s)/service(s).

- o State mission statement

- o List principals (Board of Directors, key management

- o List legal structure (501c3) tax exempt not for profit corporation. Include

- copies of supporting documents(s) in the appendix. o Describe current grant work

THE MARKET:

- o Describe the geographical area that we serve

- o Describe current customers (CCFM: shoppers, vendors, community);

(Programmatic/Research Arm: grant makers, policy makers, community

members, other customers); (Marketshare: market organizations, policy makers, consultants, other customers) o Describe how many potential new customers are in the service area for each product category, make sure the source of estimates are documented o Describe what percent of the market muo has now; in the future? how quickly will muo reach that percentage? Document the sources of all estimates. o Describe the target customer (age, sex, occupation, lifestyle, income, geography, reading and viewing habits likes, dislikes, etc.). o Identify competitors, their strengths and weaknesses

o Identify competitive or substitute products/services.

o Evaluate business/industry trends (Are revenues growing, stable, or in decline?) Include copies of supporting documents in the appendix.

#### MARKETING STRATEGY

o What makes muo's product/service unique?

o What features or services will you offer that will justify your price compared to competitors prices? o How will muo attract and keep its segment of this market? Explain all that apply.

customer quality

product quality

price

location

promotion

persuasion—personal selling

satisfaction guarantee/product warranty

distribution

accept credit cards, ebt & token system

innovation in the field

#### BUSINESS LOCATION:

- o Describe the business address and why the location was chosen
- o Make recommendations for alternative locations (submit data to support these recommendations)
- o The current office space is rented (donation), market operational locations are donated parking lots
- o Describe the operating times for each market and other amenities provided by the market.
- o Describe the neighborhood for each market location(i. e.: stable, changing, improving, and deteriorating). Describe the traffic count, parking, and accessibility for customers/suppliers?
- o Describe other kinds of businesses in the neighborhood
- o Describe the increase of farmers markets, CSA's, urban farms, food justice organizations in the city/region
- o Describe potential risk for the markets such as – How much can each market, or muo's business operation expand before being forced to move
- o Describe the risk involved associated with donated properties
- o Describe Tulane University Square's risk (for office space & market space)
- o Describe American Can's risk
- o Describe Reily/Standard Coffee's risk
- o Describe ADA (Americans with Disabilities Act) building requirements. Is muo's office & markets exempt from compliance, i. e. are we not a public location? In not, what modifications must be done, and at what cost?

#### LICENSES/PERMITS/REGISTRATIONS:

- o What licenses or permits will be required if we expand or services?
- o What intellectual property copyrights/ registered trademarks for the name of your

company to protect it against being used by another company? Include copies of supporting documents in the appendix. o Describe affects of zoning regulations for markets.... (site our zoning policy work) o Should our consulting arm be an independent entity? Pros & cons with supporting documentation

#### INSURANCE/BONDING/EMPLOYEE BENEFITS:

o Describe the current insurance coverage (i. e. liability, directors, workers compensation, etc.) o Bonding: some employees are bonded o Describe employee benefits package, how could growth affect this plan

#### MANAGEMENT:

Provide a CV, etc. for directors

o Describe who will have day-to-day responsibility to manage each business line and the experience, formal & informal education required for success

#### PERSONELL:

Describe the organizational structure and include a brief description of who does what. Include an organizational chart with several variations that correspond with potential new work o List proposed salaries and wages, give justification & cite industry norms, include justification for any additions or subtractions o Describe management assistance resources that are available to muo (e. g.: accountants, lawyers, outside consultants, BOD, CAT & Brain Trust Members )? List by name. o Describe the need for consultants, part-time, seasonal or volunteer help to meet changing work volumes

**FINANCIAL DATA:**

Provide projected income statement detail by month, in 2013. Provide yearly summaries for 2014- 2017 with notes of explanation and assumptions o

Include a global income statement that includes all 3 business lines o Include individual income statements for each business line

Provide cash flow projections detail by month, in 2013. Provide yearly summaries for 2014-2017 with notes of explanation and assumptions o

Include a global cash flow projection that includes all 3 business lines o Include individual cash flow projections for each business line

Provide projected balance sheets with notes of explanation and assumptions key financial ratios (quick ratio, inventory turns, etc.)

Provide a global break-even analysis and individual break-even analysis for all 3 business lines

**BUSINESS SCENARIOS:**

note: these scenarios may change based on information obtained by the environmental scan of current position, funding environment and business/industry trends

**BUSINESS LINE 1: CRESCENT CITY FARMERS MARKET**

o Provide a 5 year pro forma for the CCFM that maximizes income potential and encourages both growth and sustainability o Scenario 1: operating 3 weekly farmers markets with 1 full time staff person, with an average of 40 vendors/week, vendor stall fees of \$30/day o Scenario 2: operating 4 weekly farmers markets with 2 full time staff persons, with an average of 40

vendors/week, vendor stall fees of \$30/day o Scenario 2: operating 5 weekly farmers markets with 2 full time staff persons, with an average of 40 vendors/week, vendor stall fees of \$40/day

#### BUSINESS LINE 2: MARKETSHARE

o Provide a 5 year pro forma for MARKETSHARE that maximizes income potential and encourages both growth and sustainability o Scenario 1: marketshare portfolio that includes in person Technical Assistance to markets for a fee, published tools – no fee, 1 annual MarketU for a fee, quarterly webinars for a fee, online marketshare subscription – no fee o Scenario 2: marketshare portfolio that includes in person Technical Assistance to markets for a fee, published tools for a fee, 1 annual MarketU for a fee, quarterly webinars for a fee, online marketshare subscription for a fee o Scenario 3: marketshare portfolio that includes in person Technical Assistance to markets for a fee, published tools – no fee, 1 annual MarketU for a fee, quarterly webinars – no fee, online marketshare subscription – for a fee o Scenario 4: marketshare portfolio that includes in person Technical Assistance to markets, published tools, 1 annual MarketU, quarterly webinars, online marketshare subscription – with several levels of membership with benefits on a sliding benefit scale

#### BUSINESS LINE 3: PROGRAMMATIC/RESEARCH ARM

o Provide a 5 year pro forma for the PROGRAMMATIC/RESEARCH ARM of marketumbrella.org that maximizes income potential and encourages both growth and sustainability o Scenario 1: conducting 1 major research project per year (Transact) with a formal research fellowship; providing a portfolio of



incentive programs for children, seniors, and low income populations;  
community outreach programs that teach the importance of eating locally,  
healthy living initiatives and market vendor direct marketing initiatives o  
Scenario 2: conducting 2 research projects per year as a paid consultant for  
another NGO, government entity or foundation; providing a portfolio of  
incentive programs for children, seniors, and low income populations;  
community outreach programs that teach the importance of eating locally,  
healthy living initiatives and market vendor direct marketing initiatives

INCLUDE CURRENT FINANCIAL DATA: (this will be provided by muo) o Current  
balance sheet and income statement (less than 60 days old). o Year end  
Profit & Loss statements for the past three years o Balance Sheets for past  
three years

o Actual Operating Budgets for last three years

#### APPENDIX OF SUPPORTING DOCUMENTS:

- o Personal resumes for all officers.
- o Industry related justification for location, customer base, consulting fees,  
market trends, etc.