

MY BUSINESS PLAN

1. 📅 MY GOAL

Set yourself a fun goal!

I want to earn \$_____ by [date]

So I can: _____

(E.g. Buy a skateboard, save for a school trip, donate to the SPCA, launch a new idea)

2. 🧠 BRAINSTORM

Good businesses solve a problem or make life more fun!

- ✓ What do people always need or ask for?
- ✓ What do I love doing?
- ✓ What's missing in my neighbourhood or school?

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3. 💡 MY BUSINESS NAME

Think of something fun, catchy, or cool that tells people what you do!

Tip: Try combining your name + what you're selling.

E.g. Max's Mowing, Sweet Treats by Ruby, Crafty Kids Co.

4. 📦 WHAT I'M SELLING

What are you going to sell or do for people?

It could be a product (like cookies, art, slime) or a service (like dog walking or car washing).

My product/service is:

Why people will love it:

5. 👤 WHO IT'S FOR

Who are your ideal customers? (These are your "target audience.")

- ✓ Grown-ups who like treats
- ✓ Kids who love toys
- ✓ Busy neighbours who need help

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6. 📋 WHAT I NEED TO GET STARTED

Write down everything you'll need and how much it will cost.

ITEM:	HOW MANY?	COST (EACH):	TOTAL:

💰 **TOTAL**

Add it all up!

SMYD
ACCOUNTING / ADVISORY

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7. 🤝 WHAT I'LL CHARGE

How much will you sell your product/service for?
Make sure it covers your costs and leaves a little profit!

8. 📌 HOW I'LL SPREAD THE WORD

How will people know about your business?

- ✓ Posters
- ✓ Word of mouth
- ✓ Parents' social media
- ✓ Making a logo or flyer
- ✓ Asking friends/family