

# KidCEO



GUIDE TO WRITING A BUSINESS PLAN

# Guide to writing a business plan



## What is a business plan?

A business plan is a written document that describes an idea for a product or service and how to make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a profit.

## Why do I need a business plan?

A business plan is like a roadmap. It allows you to plan out the various aspects of your business on paper, and keeps you from making unnecessary mistakes later on. It helps an entrepreneur think about the cost associated with starting a business and show banks and investors that you are serious about your idea.

*Let's Get Started!*

## IDEA

**What is your big idea? A product, a service?**

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**What makes your idea unique?**

**Why will people buy it?**

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# YOUR MARKET



**Determine if there is a market for your business.**

**Who is your customer? Teens? Adults? Male? Female?**

**Where will you find your target customer?**

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**Where will you sell your product or service? Store front? Online? Vendor Fairs?**

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**How will you advertise your business? Word of mouth? Social media? Flyers? Ads?**

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**What is the name of your business? Did you check the availability with Godaddy? Your State?**

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# WEB DESIGN



## **Why do I need a website? What site should I use?**

A website is your window to the world. With a website you can reach customers in different countries. A website can generate business, promote goodwill among customers and prospects, and deliver strong marketing messages - whether your business is small, large or in-between, well-established or brand-new.

There are tons of sites you can use. Google free websites to get you started. A few to check out are Wix.com, Godaddy.com, Squarespace.com

# SOCIAL MEDIA

## **Why do I need social media?**

## **Which sites are safe for me to use?**

It helps improve brand loyalty. Engaging with your customers and leads on social media helps you build stronger customer relationships. You should always ask an adult for help before using social media platforms.

There are tons of sites you can use. Facebook, Instagram, Twitter to name a few.

# YOUR BUSINESS RESUME



## Why is a business resume? Why do I need one?

A business resume is a document that tells customers who you are,, why you started this business, and what experience you have in the products or service you are selling. See Example Below.

## BABYSITTER

from Resume Genius

### CONTACT

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Charleston, SC 90764  
Linkedin.com/in/username 

### EDUCATION

LIFEGUARD WITH CPR  
CERTIFICATION  
*American Red Cross / 2018*

HIGH SCHOOL DIPLOMA  
*O'Hara High School  
Kansas City, MO / 2017*

### KEY SKILLS

Diaper Change / Potty Training  
  
MO Intermediate License  
  
Emergency First Aid  
  
CPR Life-Saving Techniques  
  
Responsibility  


### AWARDS

MOST OUTSTANDING IN LIFE  
SAVING AWARD / 2018  
*American Red Cross*

### RESUME OBJECTIVE

Responsible babysitter with experience caring for children during weekends, evenings, and summer and winter breaks. Skilled in creating fun, engaging, and educational activities, while demonstrating a priority for children's safety and well-being. Trusted by parents, with mutual loving affection for all of the cared-for children.

### PROFESSIONAL EXPERIENCE

#### BABYSITTER

*The Jones Family / Kansas City, MO / 2016 - Present*

- Care for a boy and a girl, ages 5 and 8, during parents' scheduled absences in the evenings
- Ensure children are bathed, fed, and in bed prior to parents' return every evening
- Created innovative and educational games that improved 5-year-old's speech impediment
- Play with children and read bedtime stories, receiving requests from children every evening
- Clean and organize house whenever necessary, minimizing parents' clean-up times upon their return home
- Help 8-year old girl with school homework or other activities, including helping to achieve high scores on standardized tests

#### BABYSITTER

*The Lang Family / Kansas City, MO / 2012 - 2016*

- Looked after a girl, age 6, during weekends and summer, spring, and winter breaks
- Took child to parks and playgrounds, as well as taught her to swim
- Created interesting, home-learning activities, in addition to ideating numerous arts and crafts projects
- Prepared lunches and snacks, paying extra attention to the nutritional values of food, and turning around the child's previous dislike for certain vegetables
- Coordinated play dates with other families

# FINANCES



## **How will you finance your business?**

### **STARTUP COST - How much will it cost you to start your business? Licenses, Materials? Supplies?**

Startup cost is the amount of money you will need to get your business started. For instance, you are starting a Lemonade Stand. First, you need to check with you local government to see if you need a permit to set up your stand, then you need to purchase the stand, signage, product to make the lemonade, pitchers and cups to put the lemonade in, etc. Make a list of everything you will need and write down the cost of each item.

### **Where will you get the money to start your business? Parents? Friends? Investors?**

Remember, this is your business and your idea. If you are asking your parents to help you get started, what is your plan to pay them back. This will help you develop great business skills by helping you understand profit, loss and expenses. Pay your bills!

# PRICING



**How much will you charge? List your products and how much you are charging.**

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# PROFIT

**What is profit?**

Profit is how much you will make after you subtract your expenses.

**Calculate Your Profit:**

**Sale Price of Item:**    \$ \_\_\_\_\_

**Cost of Item:**            minus what you paid for the item

**Profit:**                      Equals \$ \_\_\_\_\_

# **INVEST, SAVE, SHARE, SPEND**



**What will you do with the money you make?**

**1.) Invest. Buy more supplies. You have to invest in your own business. Keep your products stocked. You don't want to disappoint your customers by not having the products they need or want on hand.**

**2.) Save. Decide what percent of your profit you want to put away for a rainy day. 10%, 20%, 30%.**

**3.) Share. Giving back and helping others is a great thing to do. What are you passionate about. There are several ways you can give back. You can make a donation to your favorite cause. You can volunteer your time at a Food Bank, a Zoo, a Youth Program.**

**4.) Spend. Now its time for you to have a little fun. What makes you happy? Shopping, Going out with friends to have a good time. You work hard, you deserve it!!**

# EARN A KIDCEO CERTIFICATE!



## **Attend our Kids Entrepreneur Workshops!**

The Kids Business Network is designed to teach kids ages 6-16 how to build a business, invest their profits and save for a rainy day. This is a 3-tier program and upon completion of the six-week program, they will be awarded with a KidCEO Certificate.

Tier 1 -Youth Entrepreneur Workshops

Tier 2 - Youth Business Expo

Tier 3 -Youth Business Network

The program consist of: 12 hours of learning and fun

- \*Identify a business idea that is fun-and profitable
- \*Win customers, learn the basics of customer service
- \*Social Media - Learn how to stay safe and get the most out of social media
- \*Fish Tank Game - Learn how to present their business professionally
- \*Create a millionaire profile - create a business resume
- \*Learn how to create a budget and make smart money decisions
- \*Prepare for the Kids Business Fair

**ENROLL NOW!**

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