

STUDENT BUSINESS PLAN PROJECT TEMPLATE

PART 5: MANAGING INFORMATION

IT RESOURCES

What kind of IT resources will your business require?

Hint: Think about the employees in your business and what they will need in order to do their jobs. What computer hardware and software will they need? Will your business need a network and an Internet connection? What type of network? Refer to Module 12 Outcome 5 and Module 11 Outcome 4 for a discussion on IT resources you may want to consider.

CUSTOMER SERVICE

How will you use information technology to keep track of your customers and potential customers?

Hint: Many businesses—even small businesses—use databases to keep track of their customers. Will your business require a database? What about other information systems? Refer to Module 12 Outcome 1 for more information on these topics.

COST OF DOING BUSINESS

What are the costs of doing business? Equipment, supplies, salaries, rent, utilities, and insurance are just some of these expenses. Estimate what it will cost to do business for one year.

Hint: Insert the costs associated with doing business in the table below. The list below provides some hints as to where you can get this information. Note that these are just estimates—just try your best to include accurate costs for the expenses you think will be a part of doing business. Module 16 Outcome 3.

Hints for each expense in the table:

- **Rent:** Refer to the floor plan. How many square feet is your place of business? What is the “going rate” per square foot for office space in your community? A real estate agent or a local SBA representative (www.sba.gov) can also be helpful in answering this question.
- **Salaries:** Refer to the organizational chart. How much will each employee earn? How many hours will each employee be needed on a weekly basis? Once you’ve determined the weekly cost, expand it to a monthly and a yearly cost.
- **Supplies:** Refer to the floor plan. How much will all the computers, equipment, and furniture cost? What kinds of general office supplies will you need? Most prices for this information can be found on an office supply Web site, such as www.staples.com.
- **Advertising and Other Promotions:** Refer to your marketing section. You have described how you wish to reach your customer—now you need to decide how much it will cost. If you are using television, contact the sales department at a local station. If you are using newspaper, contact their advertising department. Salespeople are usually happy to answer your questions.
- **Utilities:** These amounts will vary, depending on your business and what utilities you will pay. If your business looks like an office, this cost may be similar to what a homeowner pays.

However, if your business involves making a product, then the costs will be significant. An SBA representative can be a good resource.

- **Insurance:** This value will be affected by the nature of the business. More equipment will usually mean higher insurance costs. Again, contact an SBA representative for feedback.

Expenses	Expected Monthly Cost	Expected Yearly Cost
Rent		
Salaries and Wages		
Supplies: Technological, Equipment, Furniture (computers, software, copy machine, desks, chairs, etc.), and other		
Advertising and Other Promotions		
Utilities: Heat, Electricity, etc.		
Telephone and Internet		
Insurance		
Other (specify)		
Other (specify)		

EXPECTED REVENUE

How much will you charge for your product? How many products do you believe you can sell in one year (or how many customers do you think your business can attract)? Multiply the price you will charge by the number of products you hope to sell or the amount you hope each customer will spend. This will give you an estimate of your revenues for one year.

Hint: You will use the amounts you calculate in the costs and revenues questions in this part of the plan in the accounting statements in the next part, so be as realistic as you can. Module 14 Outcome 2.

INCOME STATEMENT AND BALANCE SHEET

Create a balance sheet and an income statement (profit-and-loss statement) for your business.

Hint: You will have two options for creating these reports. The first option is to use the Microsoft Word versions that are found within this "Business Plan Student Template" (which follow). Module 16 Outcome 2.

The second option is to use the specific templates created for each statement in Microsoft Excel. If you make adjustments, these calculations will be performed automatically for you.