

Name: _____

Date: _____

BLM 4-8

Chapter 4 Project Checklist

1. The name of my business will be _____

2. The web site address of my business will be

3. My business will sell the following products or services:

4. This is a sketch of the logo for my business.

5. My business will be located at

6. My business will be

Year-round Seasonal (months: _____)

7. The days and hours that my business will operate are

Mon Hours: _____ Fri Hours: _____

Tue Hours: _____ Sat Hours: _____

Wed Hours: _____ Sun Hours: _____

Thu Hours: _____

8. I will need the following equipment and materials to start my business:



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(continued)

9. I estimate that my business will have the following start-up costs:

| Item | Cost (\$) |
|--------------------------|-----------|
| Equipment | |
| Materials | |
| Inventory | |
| Logo and web site design | |
| Other (specify) | |
| | |

10. I estimate that my business will have the following ongoing costs:

| Item | Cost (\$) | Frequency |
|-----------------|-----------|-----------|
| Salary/wages | | |
| Rent | | |
| Inventory | | |
| Advertising | | |
| Office supplies | | |
| Insurance | | |
| Vehicles | | |
| Other (specify) | | |
| | | |

11. The products or services of my business will be priced as follows:



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12. The following table lists the estimated revenue, expenses, and profit (or loss) per month for my business.

| Month | Revenue (\$) | Expenses (\$) | Profit (Loss)(\$) |
|--------------|---------------------|----------------------|--------------------------|
| Jan | | | |
| Feb | | | |
| Mar | | | |
| Apr | | | |
| May | | | |
| Jun | | | |
| Jul | | | |
| Aug | | | |
| Sep | | | |
| Oct | | | |
| Nov | | | |
| Dec | | | |
| Total | | | |

13. Strategies for using social media to promote my business include the following:

14. By having a web site, my business will benefit in the following ways:

