Executive Summary	

Mission Statement
Target Audience

Location	

Revenue: Define Your Services & Pricing Structure	

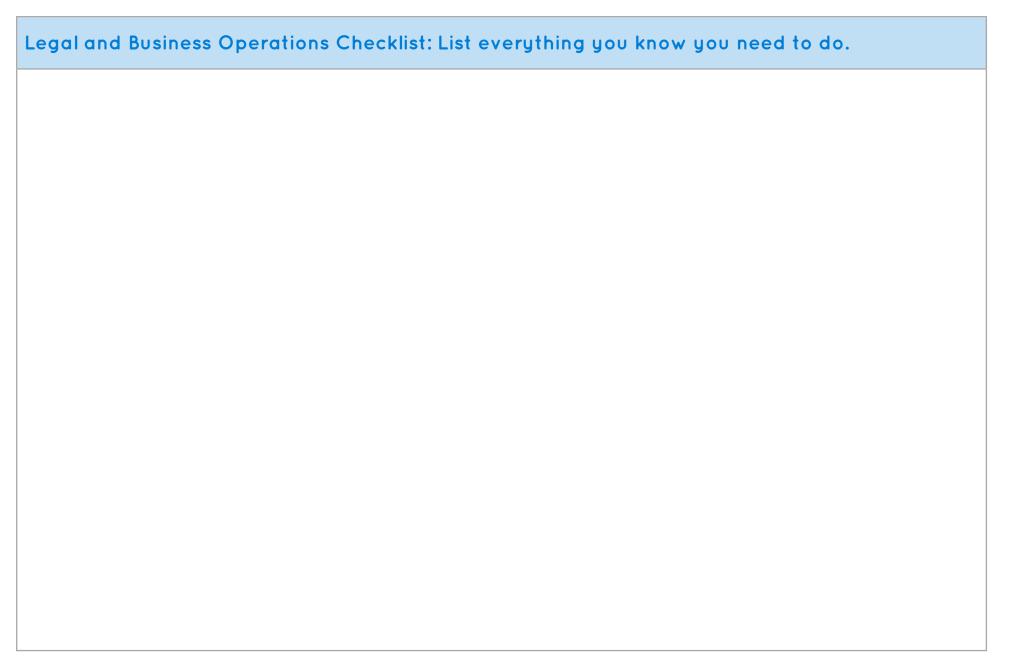
Retail: What products are you going to sell? Why? How?	

Financing: How are you going to pay for start-up costs?

Financing: How are you going to fund daily operations?

Financing: How are you going to fund your living expenses?

Strengths/Weaknesses Analysis: Strengths, Weaknesses, Opportunities, Threats	



Marketing Plan: How are you going to help people find out about you?	