

Yoga Business Plan Worksheet

Executive Summary

Mission Statement

Target Audience

Location

Revenue: Define Your Services & Pricing Structure

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

Teacher Training: Are you going to offer it? How & Why?

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

Legal and Business Operations Checklist: List everything you know you need to do.

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

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