

Student Names (Full Names)

Student 1:

Student 2:

Student 3:

Student 4:

Period Number:

Knight High School

Business Plans Essay (500 Words)

**Introduction** - Company's "Mission Statement" (50-100 words)

The best example of a mission statement will define a company and its purpose in 30 seconds or less. This is an eloquent, concise paragraph that should be full of meaning and impact. Choose your words wisely—beware of buzz words, empty phrases, or mission statements that are so general they could apply to many different companies. It's a challenge, but you want to capture what your company stands for in a brief and memorable way. Example "Our Company's goal to provide quality services at affordable prices."

**Our business model** - Explain your business model and objective (100-150 words)

For survival, the objective of every business should be to bring in revenues which exceed their costs. Even non-profits have to do this to cover overhead costs, unless they rely totally on donations. As Guy Kawasaki says in his book "The Art of the Start," if you can't describe your business model in ten words or less, you don't have a business model. Avoid whatever business jargon is currently hip, like strategic, mission-critical, world-class, synergistic, first-mover, or scalable.

**Describe the Competitors** (Name the competitors and explain why your company will beat the competition) Try something like this if your company is a hardware, "Home Depot sells their product at paint at \$25 per gallon, and we sell it for \$20 per gallon."

**Profit Goals - Goals for One, five, and ten years** (100-150 words)

Establishing business goals helps you determine the financial health of your company. When you developed your business plan, you estimated and projected how your company would progress at various intervals, such as at three months and one year. To gauge the growth of your business

after you start operations, set goals to ensure that all aspects of your enterprise are progressing as you originally planned or better.

**Company Website** - What does your company expect to achieve with the website? (100-150 words)

The goal is to get company exposure through the internet. Web designers must ask the following questions:

1. What would the customers think about the website?
2. Will the website meet the company expectations of getting people to use the company's products or services?
3. Is it easy to use if you are a new customer?

**Conclusion ( 50-100 words)**

Overall, our goal is to \_\_\_\_\_ with our website.

## Reference

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- Heine, A. (1991). Surviving After High School: Overcoming Life's Hurdles. Prentice Hall, Boston, MA.
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