Market Day
Business Plan Checklist

Company: _____

- ▢ Front Cover — Timeline: _____
  - ▢ Company Name
  - ▢ Company Logo
  - ▢ Company Tagline
  - ▢ Date

- ▢ Table of contents — Timeline: _____

- ▢ Introduction — Timeline: _____
  - ▢ Company Name
  - ▢ Company Partners (group members)
  - ▢ Mission statement
  - ▢ Brief description of the product or service
  - ▢ Explanation of KCS Market Day goals (“big idea”)
  - ▢ Description of charity being supported

- ▢ Marketing Research — Timeline: _____
  - ▢ Explanation of your company’s market industry and market niche
  - ▢ Explanation of types of marketing research used
  - ▢ Survey questions and sample size
  - ▢ Data (displayed as bar graphs or circle graphs)
  - ▢ Analysis of data
  - ▢ Application of research to product or service

- ▢ Advertising — Timeline: _____
  - ▢ Explanation of your target market
  - ▢ Types of advertising used within the school
  - ▢ Types of advertising used outside of the school
  - ▢ Samples of each kind of advertising

- ▢ Financial Plan (spreadsheet) Timeline: _____
  - ▢ Supplies needed and their costs
  - ▢ Equipment needed and costs
  - ▢ Total costs and unit costs for production
  - ▢ Cash capital needed and sources used
  - ▢ Projected income
  - ▢ Projected profit

- ▢ Production Plan Timeline: _____
  - ▢ Amount of product or service needed
  - ▢ Location and timeline for production

- ▢ Physical Plan Timeline: _____
  - ▢ Description of your storefront and display
  - ▢ Design of your storefront
  - ▢ Checklist of supplies needed for display of products or service

- ▢ Evaluation Timeline: _____
  - ▢ Explanation of what went well
  - ▢ Explanation of what problems you encountered
  - ▢ Explanation of what could be improved