

Name: _____ Date: _____

Business Plan Brainstorming

Business Name	Healthy Doughnuts
Business Location	Santana Row, San Jose, CA
Products and/or Services	Fresh Breakfast Treats
Management Team	Mr. Lalami and Mr. Homer Simpson
Employees	1 master baking chef. 1 prep baking assistant. 2 Employees
Customer Demographics	Health conscious customers
Competitors	Cocola bakery and Kara's Cupcakes
Equipment List	High end display cases, energy efficient ovens, tables and chairs, coffee and espresso machines. Etc.
Start up Supplies List (daily supplies)	Baking products, paper products, utensils, wrapping products. Etc.
3 Short-Term Goals	Customer acquisition
3 Long-Term Goals	Expand to other locations