

FBLA Marketplace Business Proposal Format

Once you have selected an idea you wish to pursue for the FBLA Marketplace, you will need to type up a brief proposal for your business.

There are four major sections to the business proposal. Each section should be about a paragraph in length, except for the financial section. The proposal should be 1-2 pages, single-spaced.

1. Description of the Business

Write up a small paragraph briefly describing your idea and what you plan to do. This is similar to an “Executive Summary” of a business plan and should touch the overall highlights of your business.

2. Marketing

Describe why consumers will want to buy your item. What is so “special” about your product/service that will make consumers want to shell out money from their pockets in order to have it? Also discuss how you plan to convince consumers to buy your product/service. (e.g. school fliers, etc.)

3. Finances

Expenditure Budget

Compile a list of items that you will need in order to start your business. Determine the price of the items and compile them in a table with the following format:

Item	Unit Cost	Units	Total
Plastic Cups	\$.15	120	\$18.00

Total Expenditures: _____

Break-Even and Profit

- Define what one unit of your product is
- Determine the unit price of your product
- Determine how many units you will need to sell in order to break-even (mathematically: total expenditures divided by unit price)
- Estimate how many units you expect to sell and how much profit you expect to make

4. Management

Go over the basic logistics for the preparation and operation of your business. Determine what tasks need to be completed beforehand and set up a mini-time table assigning the tasks to the members of your group. Go over how much set-up/clean-up is required, what utilities you need from us, (e.g. electrical outlet) and how many people at a time are required in order to run your business.