

GREENVILLE **CHAMBER CHALLENGE**

Eligibility

1. Business plan submitted following the Greenville Chamber Challenge template by September 15, 2017. NO LATE ENTRIES WILL BE ACCEPTED.
2. Business must locate in the Greenville Business District (see Greenville street map).
3. Prize money may only be used for rent, down payment to purchase building, renovations or remodeling.
4. An existing Greenville business who applies must demonstrate an increase in revenues resulting from increased foot traffic.

Judging Criteria

Written Business Plan

1. Necessary components – does the plan contain all the requested sections and follow the template provided by Greenville Chamber of Commerce?
2. Well written – the plan must be written in clear, concise and logical manner and should adhere to the principles of good writing.
3. Viability – the business must be realistic and viable.
4. Innovation and creativity – should be discernible in the venture and business plan.
5. Proposed use of award.

Oral Presentation (30 minutes: 15 min. presentation and 15 min. Q&A from judges)

1. The persuasive presentation of the viability of the business.
2. The materials are presented in a clear, concise, professional and logical form.
3. Presenters convey a sense of confidence, enthusiasm and professionalism.
4. Presenters are responsive to judge's questions.
5. The visual aids are relevant, attractive and professional.
6. Information provided is consistent with the business plan.

Viability of Business Criteria

1. Market opportunity – there is a clear market present and method for taking advantage of it.
2. Competitive advantage – the business has a unique, novel, or distinct approach, which gives it an advantage.
3. Management capability – the contestants are able to effectively develop the venture and handle the tasks necessary for its success.
4. Financial understanding – the contestants have a good understanding of the financial requirements of the venture.
5. Expertise and abilities of the leadership team.

Other Notes

1. The decisions of the judges are final.
2. Disbursements will be handled by the Greenville Area Chamber of Commerce.

3. By entering the contest, the contestants give permission to the Greenville Area Chamber of Commerce to use the names of the winners and their business for publicity and/or trade purposes without further compensation unless prohibited by law. Contestants grant permission for the Chamber to record and publicize their oral presentations, in whole or in part.
4. Greenville Area Chamber of Commerce, judges and sponsors shall make no claim to any property or rights retained by the contestants. All ideas submitted remain the property of the contestants.
5. Contestants and any business entities associated with them release and discharge Greenville Area Chamber of Commerce, the judges and prize sponsors, from any and all liability associated with participating in the Greenville Chamber Challenge and with the start-up operation of any businesses described in the business plan.
6. The winner is expected to utilize funds within 6 months of announcement.
7. Forms are available at the Greenville Chamber of Commerce office, 182 Main Street. Electronic forms are available upon request.

I understand the above guidelines for the Greenville Chamber Challenge.

Signature

Date

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Basic Business Plan Outline

The following outline is for a basic business plan for the judges to better understand your business and its viability.

REMEMBER: Each section needs to be written in paragraph form and not just answers to the following questions. Tell your story.

Cover sheet

The cover sheet includes the name of the business, business address, business phone number in the center of the page. Near the bottom of the page include your personal name (all principals), home address (primary contact), and home phone number (primary contact). Also, please include all email and fax numbers.

Table of Contents

The table of contents will be completed once the plan is written to reference each section by page number.

1. Executive Summary

This section briefly explains where your company is, where you want to take it, and why your business idea will be successful. It should also include your current sources of financing. It also gives a general understanding as to the type of business, and if the business is a start-up, purchase, or on-going concern.

The Executive Summary should include the following information:

- Name of business
- Whether the business is a start-up, purchase of an existing business, or already in business.
- The amount of owner injected funds.
- The amount of current bank financing or any that will be needed.
- A general explanation of what the prize money will be used for.

2. Description of Business

- Why do you want to start (or did start) this business?
- Legal entity — sole proprietorship, partnership, C Corporation, S Corporation, etc.
- Any licenses or permits needed for business.
- Is this a start-up, expansion, or buyout?
- Type of business — retail, service, manufacturing, franchise, wholesale, construction, etc.
- When/Where will the business start or did start?
- When will your business be open (days, hours)?
- What your products or service is (in detail). What makes it unique or different? Is there a demand?
- What additional products or services will be offered in the near future?
- Who are your suppliers?

3. Description of Location

- Where is your proposed location?
- Are you leasing or buying the location? What renovations are needed?
- If renting, what is your rent and what are the terms of the lease agreement?
- What are your location needs? Is there room for expansion if needed?
- What are the advantages and disadvantages of the location?
- What zoning regulations are there for this location?
- Is the parking adequate?
- How visible is the location from the street?
- How accessible is the location?

4. Description of Market

In this section, you provide information on the industry and your target market. If your research indicates that there is no market for the product, or that the industry is not strong enough to support a start-up, you should reconsider your business.

Description of Market is a component of your marketing plan and sets the stage for how you advertise and market your business. The key element of a successful marketing plan is to know your customer --- their likes, dislikes, and expectations. This will help you develop a marketing strategy that will be guided toward meeting their needs.

Industry information

- What are the nation-wide industry trends for the chosen business?
- What is the long-term outlook for this industry (national and/ or regional)?

Target Market Information

- Who, what, or where is your target market (define who your customer is)?
- What is the demographic profile? (age, gender, population, income, education?)
- Are businesses your target market? Then consider industry, size, and purchaser.
- What is the geographic target?
- Who is your target market currently buying from? Why will they buy from you?
- Is there a demand for your product? If yes, how do you know there is a demand?

5. Description of Competition

- Describe your competition (at least five).
- What are your competitor's strengths? Weaknesses? How does your business compare to theirs?
- How will competitors act towards your entry into the market?
- How will you respond to these actions?

6. Description of Advertising

- What type of advertising are you planning? (Newspapers, magazine, yellow pages, radio, billboard signs, brochures, flyers, business cards, etc.)
- Why are these marketing tools effective for your business?
- How will you measure the effectiveness of your advertising?
- Are there any organizations that you will be joining to help promote your business?

7. Description of Pricing and Sales Projections

- How are you going to price your product or service?
- How does your pricing compare to your main competitors?
- Are you going to have discounts or specials?

- What credit or payments terms do you plan to offer?
- What are your projections based on? BE SPECIFIC!

8. Description of Management

The management section of your plan describes all the key players in your business, along with information regarding support people. You will need to include a resume or outline of owner's (or owners') experience/background in the Appendix.

- Who are the key players and their experience/education? What will they be responsible for?
- Who will manage the sales or advertising?
- Who will handle hiring employees?
- Who will manage the daily operations of the business?
- What will the salary be for each member of management, including the owner?
- Will benefits (vacation, sick time, health insurance, 401K, etc.) be offered?
- Will you need to consult with an attorney, accountant, bookkeeper, and/or insurance agent?

9. Description of Personnel

- How many employees will you start out with?
- What skills will be needed?
- Will the employees be part-time or full-time?
- What will they be paid?
- Will benefits (vacation, sick time, health insurance, 401K, etc.) be offered?
- How many additional employees will be added over the next three years?

10. Appendix – Suggested documents to include

- Last year's tax return
- Financial reports
- Management resumes
- Legal documents, e.g. lease agreement, purchase agreement, permits
- Contractor quotes
- List of suppliers

PLEASE NOTE: *When going to bank or financing agency, you need to obtain quotes or copies of a catalogue for items being purchased. For example, a copy of a catalogue for the computer being purchased is sufficient as a quote. Also, equipment being purchased will need a quote from the supplier.*

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Financial Plan

The financial plan is key, especially when seeking financing. The financials are also important to track your business based upon what you thought you would sell (revenues) and spend (expenses). Tracking this information will also allow you to make future decisions regarding product line and expenditures. This cash flow will allow you to follow how the cash is flowing through each month of business.

PLEASE NOTE: When going to bank of financing agency, you need to obtain quotes or copies of a catalogue for items being purchased. For example, a copy of a catalogue for the computer being purchased is sufficient as a quote. Also, equipment being purchased will need a quote from the supplier.

DEFINITION/EXPLANATION OF TERMS and information:

SUMMARY OF START-UP/ACQUISITION/EXPANSION will summarize the costs you will incur before you open Day 1. These are not operating costs but, again, costs that you will incur prior to operating. You must include what the prize money will help to offset.

SALES PROJECTIONS and BREAKDOWN helps you calculate the sales projections that will be listed on the spreadsheet. If you have multiple types of revenues like food, beverage and gifts then those need to be projected separately.

THE SPREADSHEET is a 12 month projection of your business revenues and expenses:

PLEASE NOTE: if costs are quarterly or annual and not monthly, please reflect on spreadsheet. Don't enter each month if the same.

Current Month is—please the current month when you begin completing the plan (does not have to be January). This information should reflect the same months that you completed. If you have detailed this on the sales summary sheet, you can skip this.

Owner(s) injection – is what you, the owner, are bringing to the business in CASH. (You will be asked this on a separate page.)

Other income – if there is income that is made outside of main product. For example, if you own a restaurant and you have 2 apartments upstairs that you will also rent, then the apartment rent is other income.

Cost of Goods Sold --is usually defined as a percentage of sales. This is the cost of the materials that you have used to make or sell your product. If you have as an amount that is fine also.

Advertising is how you are going to promote your business. This may include newspaper ads, flyers, direct mail pieces, billboards, radio/TV ads.

Dues and Subscriptions – dues to professional organizations and subscriptions to periodicals or magazines required for business.

Employee wages – wages that will be paid to all employees totaled together. These wages will NOT include owner's pay or partner's pay. If you have direct labor costs and indirect labor costs, please detail on page.

Equipment lease – is equipment that will be leased as a monthly expense. This does not include equipment that is being financed by a business loan.

Insurance – this includes business, liability, medical insurances.

Legal and Accounting – fees that will be paid to an attorney or your accountant fees.

Maintenance and Repairs – maintenance or repairs on building and/or equipment.

Office Supplies—any supplies such as pens, pencils, paper, and all other office needs.

Employment Taxes and Benefits—includes all the required payroll taxes to be withheld by the company for their employees. (If you have included in Employee wages, please provide a note of that.)

Rent—rent or lease cost of the building or space that company is residing in.

Salary – officers-- if incorporated or an LLC, you need to determine the salary of each officer of the company.

Sole Proprietor (withdrawal) – is the draw that a sole owner is seeking to take out of the business.

Supplies – such as shop or cleaning supplies, NOT materials that are being sold or are part of production.

Telephone/Internet – include monthly fees and charges for business phone, mobile phone, and internet fees.

Training fees— fees for classes or training that is needed.

Utilities—this includes water, sewerage, trash, gas and electric costs.

Travel— travel required as part of the business expense to seminars, business meetings, etc.

Taxes – on the property that is owned or will be owned.

Vehicle— car payment and maintenance costs for business use (Note: you will need to speak to your accountant on how you will handle mileage for business activities.)

Other Expense- expense that is not listed. Enter name of expense also.

Miscellaneous Expense – expense that cannot be categorized. Please note that this should not be a large number.

DETAIL A LIST OF START-UP/ACQUISITION/EXPANSION COSTS.

Please list totals on next page under summary of start-up costs. Use back of page for additional space. Please print legibly.

For example:

Office supplies-	Letterhead	\$ 150	Chairs, Desk	\$ 300
	Business cards	\$ 100	Computer	\$1,150
	Pens, Tape,etc.	\$ 50	Software	\$ 250
				Total= \$2,000 (put on summary page)

Equipment-	Wire EDM (includes installation)	\$150,000
	Grinder (1 year old)	\$18,000
		Total= \$168,000 (put on summary page)

Building Renovations-	Restrooms (remod)	\$ 10,000
	Production Expansion	\$100,000
	Renovating-Paint,etc.	\$ 5,000
		Total= \$115,000 (put on summary page)

Insurance-	Workmen's Comp (deposit)	\$ 2,000
	Health Insurance (deposit)	\$ 1,500 (one person)
	Business Insurance (deposit)	\$ 500
		Total= \$4,000 (put on summary page)

SUMMARY OF START-UP/ACQUISITION/EXPANSION COSTS:

NOTE: These costs are those that you will incur before opening or expansion is completed.

Start-Up Investment (purchase of business, franchise, etc.) \$ _____

Inventory (acquisition amount/start up only) \$ _____

Land purchase \$ _____

Lease deposits (equipment/ rentals) \$ _____

Building cost or Rent Deposit \$ _____

Fixtures and Equipment \$ _____

Installation of fixtures/equipment \$ _____

Remodeling and decorating \$ _____

Licenses and permits \$ _____

Deposit on Insurance (work.comp/medical/business) \$ _____

Utility deposits \$ _____

Office supplies \$ _____

Pre-opening advertising/promotion \$ _____

Signage (building/car) \$ _____

Professional (legal and accounting) \$ _____

Other _____ \$ _____

Planned use of prize money _____

<p>TOTAL START-UP INVESTMENT NEEDED PRIOR TO DAY ONE OF OPERATION</p>	\$ _____
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SALES PROJECTIONS AND BREAKDOWN:

WHEN DO YOU EXPECT TO BE PAID (cash) FOR SALES TRANSACTION? Check ONE.

Net 30 (within 30 days) Net 60 days Net 90 days

Month 1 is _____ Ex. March	Projected Sales for Month 1 is _____
Calculation:	

Month 2 is _____	Projected Sales for Month 2 is _____
Calculation:	

Month 3 is _____	Projected Sales for Month 3 is _____
Calculation:	

Month 4 is _____	Projected Sales for Month 4 is _____
Calculation:	

Month 5 is _____	Projected Sales for Month 5 is _____
Calculation:	

Month 6 is _____	Projected Sales for Month 6 is _____
Calculation:	

Month 7 is _____ Projected Sales for Month 7 is _____

Calculation:

Month 8 is _____ Projected Sales for Month 8 is _____

Calculation:

Month 9 is _____ Projected Sales for Month 9 is _____

Calculation:

Month 10 is _____ Projected Sales for Month 10 is _____

Calculation:

Month 11 is _____ Projected Sales for Month 11 is _____

Calculation:

Month 12 is _____ Projected Sales for Month 12 is _____

Calculation:

What changes do you anticipate in Year 2 of Sales? (ex. 5% increase) _____

What changes do you anticipate in Year 3 of Sales? (ex. 7% increase) _____

SOURCES FOR FINANCING:

Owner's Injection (consider Savings Account, Cash Investment) \$ _____

Bank Financing \$ _____

Other financing \$ _____

USES OF FINANCING:

Your Uses of Financing will need to balance with your Sources of Financing. Uses of Financing will need to reflect all of the "things" being acquired at start-up (or at expansion) and will need to total the amount of financing going into the project. This task has been completed once you have completed the sheet Summary of Start-Up/Acquisition/Expansion Costs. Please remember that businesses need approximately three to six months of working capital. By completing your monthly expenses on the spreadsheet, you will have determined this range of working capital.

Name of Business _____

Explanations on Financial Plan Instructions

	Current Month	Month 2 is	Month 3 is	Month 4 is	Month 5 is	Month 6 is
Sales (taken from calculation sheet)						
Being paid (cash): 30 60 90 days (circle one)						
Owner's Injection						
Other Income -						
Total Cash :						
Cost of Goods Sold (as % of sales)						
Advertising						
Dues and Subscriptions						
Employee Wages						
Equipment Lease						
Insurance						
Legal & Accounting						
Maintenance & Repairs						
Office Supplies						
Payroll Taxes						
Rent						
Salary - Officers						
Salary - Others						
Owner's Withdrawal (if sole proprietor)						
Supplies						
Telephone						
Training Fees						
Utilities						
Travel						
Taxes						
Vehicle						
Other Expense						
Other Expense						
Miscellaneous						
Total Cash Disbursements:						

Name of Business _____

Explanations on Financial Plan Instr

	Month 7 is	Month 8 is	Month 9 is	Month 10 is	Month 11 is	Month 12 is	Total
Sales (taken from calculation sheet)							
Being paid (cash): 30 60 90 days (circle on							
Owner's Injection							
Other Income -							
Total Cash :							
Cost of Goods Sold (as % of sales)							
Advertising							
Dues and Subscriptions							
Employee Wages							
Equipment Lease							
Insurance							
Legal & Accounting							
Maintenance & Repairs							
Office Supplies							
Payroll Taxes							
Rent							
Salary - Officers							
Salary - Others							
Owner's Withdrawal (if sole proprietor)							
Supplies							
Telephone							
Training Fees							
Utilities							
Travel							
Taxes							
Vehicle							
Other Expense							
Other Expense							
Miscellaneous							
Total Cash Disbursements:							