

# BUSINESS PLAN

## Sample Business Plan Outline:

### Objective:

- How will your experience as a U.S. veteran and passion for travel result in successful franchise ownership?
- What special skills do you have?
- Explain the mission and vision you have for your business.
- Describe the goals - short (1 year) and long (5 years) term - that you plan to reach to maintain a successful home-based travel business.
- Why are you looking to start a home-based business in the travel industry?

### Marketing Plan:

- How will you grow a client base to help sustain your business?
- Who is your main client/user? (target consumer)
- How are you going to promote your business? Examples include:
  - Events
  - Online presence (web, email, and social media)
  - Offline presence (direct mail, print advertising, and newspaper)
  - Public relations
  - Networking, organizations, and community involvement
  - Tradeshows and local events

### Financial Goals:

- What are your financial objectives (short and long term) and how do you plan to achieve this?
- Will you start part-time or full-time?
- Do you plan to hire associates?