

Glacier Family of Banks

Business Plan Creation *Example*

Names:

Business Name:

Smoothies on the Go

Product/Service: *(what are you selling?)*

A mobile smoothie truck offering fresh, healthy smoothies made with real fruit and customizable add-ins like protein powder.

Target Audience: *(who will your customers be?)*

Busy people looking for a quick snack or a nutritious breakfast
High schoolers and college students who want a healthier option
People leaving the gym who need a post-workout snack

Price? *(what will you charge?)*

Small smoothie: \$6

Medium Smoothie: \$7.50

Large Smoothie: \$9

Add-ins (protein, chia seeds, extra fruit): +\$1/each

How will you promote your business? Why?

We will use social media like Instagram and TikTok to show the smoothie making process and customer testimonials. We will partner with local gyms and yoga studios for a post-workout smoothie deal. Also, we can offer a loyalty punch card system for repeat customers and get a free smoothie after they have purchased nine smoothies. These ideas will spread the word by social media and word of mouth.

Now, it's your turn to create a business plan!

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Price? *(what will you charge?)*

How will you promote your business? Why?