



BYOB – “Build Your Own Business”

Business Model Workbook



PURPOSE/MISSION STATEMENT:

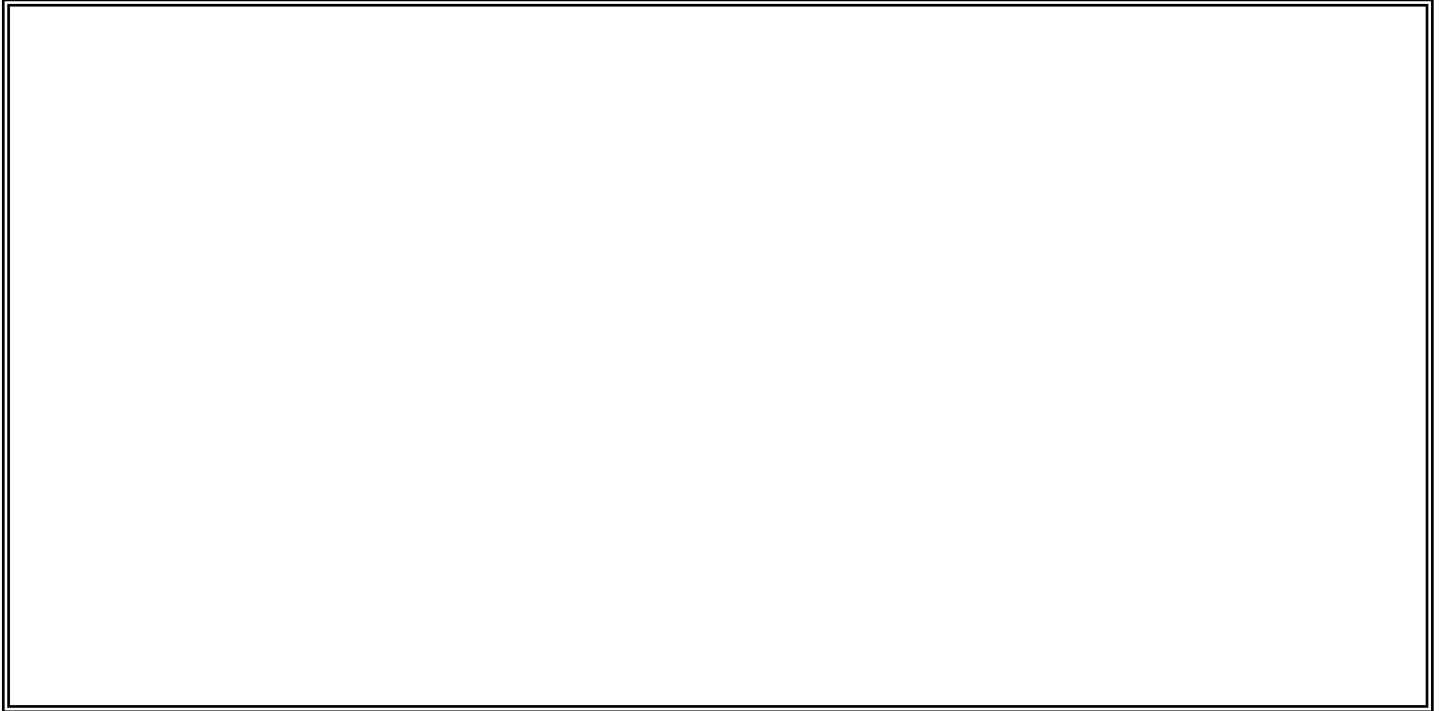
What does your business do? Why did you choose to start this business?

Empty box for writing the Purpose/Mission Statement.

What is your vision?

Empty box for writing the vision.

What is your ultimate goal for your business?



What are your Core, Values & Beliefs?



MARKETING AND YOUR CUSTOMERS:

Who is your target market?



What problem(s) or challenge(s) do you solve for your customers?



What value do you deliver?

How will you reach, acquire, and keep customers?

COST ANALYSIS:

How do you generate revenue, define your cost structure and the plan for your profit margin?

SWOT ANALYSIS:



What are the **strengths** of your organization?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



What are the **weaknesses** of your organization?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

What are the **opportunities** for your organization?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

What are the **threats** for your organization?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____