

W4 Product, Services and Customers

1. Overview

Describe briefly what your business will offer to customers.

2. Types of Customers and Sales Estimates

List the types of customers you want, how much they will spend and how many you expect to have a year from now. Group customers based on how much money they spend each year or each visit/transaction - – not necessarily what they purchase.

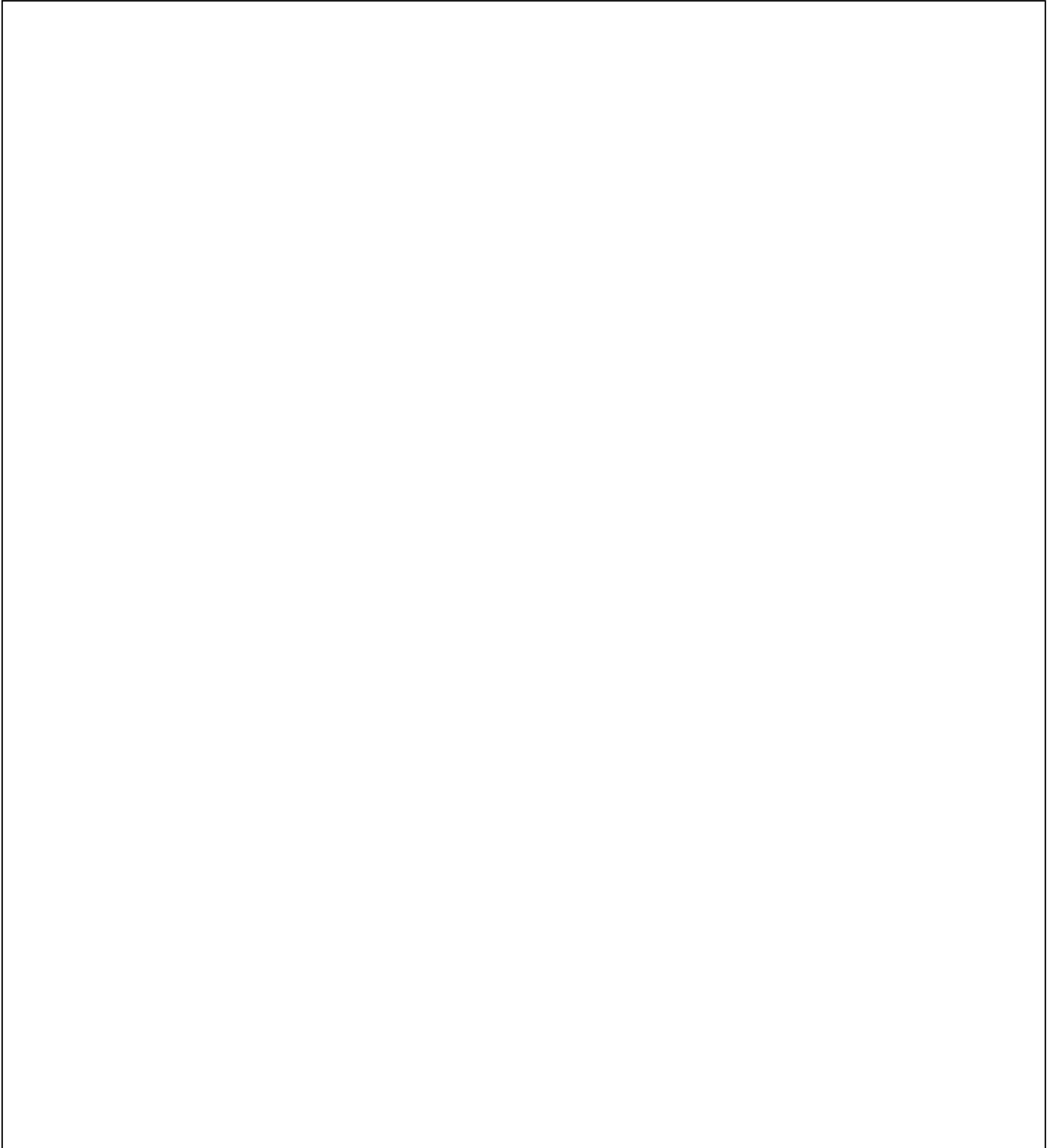
IMPORTANT – it takes a few tries to get this right. So start with your best guess. profile.

Customer "Type"	How much do they spend per transaction?	How many will you have per month or per year or per day?
<i>Ex: Big Spender</i>	<i>\$150 per visit</i>	<i>20 per month</i>
<i>Ex: Website – small business</i>	<i>\$2,500 /website</i>	<i>6 per year</i>

3. Top 3 to 5 Reasons Customers Buy from You

4. What You Sell

Describe in a few paragraphs what you sell. When completing your plan, include product pictures, illustrations or real-life examples of what you do.

A large, empty rectangular box with a thin black border, intended for the user to describe their products, include pictures, or provide real-life examples as instructed in the text above.