

QUESTION	ANSWER
1) Objectives What are the specific goals of the business this year?	
2) Your Product/Service What product or service is offered?	
3) Customers Who buys (or should buy) the product? What do they need it for?	
4) Competitors Who are the top competitors and what are their strengths?	
5) Positioning Given the competition, what makes the business great and unique to customers?	
6) Pricing How will you price your product?	
7) Sales & Support How and where will you sell and service the product?	
8) Promotion How will people find out about the business and product?	
9) Budget How much money do you have to promote the product?	
10) Action Plan What will you do and when to sell and promote your product?	