

BROOKLYN



COLLEGE

5 Business Plan  
Professor Myles Bassell  
Bus 50.5 Small Business Management & Minority Entrepreneurship  
Brooklyn College

### **Objectives:**

- gain experience in preparing a business plan,
- develop an understanding of small business ventures,
- strengthen your critical reasoning skills,
- enhance your ability to find information utilizing technology, and
- prepare you for a career.

### **Project Overview: 5 Business Plan**

Each of you was asked to select a company from the list of **The Top 250 Diversity Owned Firms**. Two sample business plans posted to the course website at the beginning of the semester. Using those sample business plans as a reference write **5 pages** for your business plan.

### **Research Methodology**

Begin by going to the company's website and gather as much information as possible to develop insight into the:

- nature of the business venture
- types of products and services
- company history