

SOUTH OMAHA BUSINESS PLAN

South Omaha has a vast history of cultures and lifestyles. With each immigrant group there was those who wanted to start a business. These businesses have helped shape South Omaha into what it is today. The different immigrant groups brought their own identities and transferred them into the businesses we see today.

After studying the history of South Omaha, especially regarding economics, what are some needs the South Omaha community currently has?

Imagine you are seeking to open a brand new business. You have learned about South Omaha and would love to open a business there. This business plan will help you create and open your own business!

What is a business plan?

A business plan is a written document that describes an idea for a product or service and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a profit.

Why do I need this?

A business plan is like a map. It allows you to plan your business on paper, and keeps you from making mistakes. It helps an entrepreneur, a person who organizes and runs a business, think about the costs of with starting a business. It also shows banks, people that will lend you the money to start your business, that you are serious about your idea.

First, decide if you are making a product or providing a service.

Product	Service
Creating an object or item to sell. Also known as a good.	Doing something for someone. Also known as an act.
Examples: clothing, video games, food.	Examples: beauty salon, yard work, mechanic.
Examples from South Omaha: Howard's Charro, Phillips Department Store	Examples from South Omaha: The Chief

QUESTIONS TO PONDER

Can you think of other examples of Products and Services? What are some other examples from South Omaha?

COST PER UNIT

What is the cost of making each product or providing each hour of service? (Cost per unit.)

After listing each expense, divide your total expenses by the number of products you will make or number of hours you will work, as follows:

Product: *Cost per product = total expenses / # of products that can be made*

Service: *Cost per hour of service = total expenses / number of hours of work*

For example, you discovered that you need \$50 in expenses and equipment to give one haircut. You want to work 5 hours a day.

Cost per hour of service = total expenses (\$50) / number of hours (5). Your cost per hour of service is (\$10.)

Total Expenses	# of products or hours	Cost Per Product or Hour
	/	=

PROFIT

In order to make money, businesses need to make a profit. A profit is the money a business makes and gets to keep after all expenses are paid for. Businesses can decide on their profit. A profit is the difference between the cost it takes to produce an item and how much it is being sold for.

To determine a profit, decide how much you want to sell your item for and subtract the amount it takes to make the product or provide the hour of service.

For example, if it takes \$20 to make a dress and you sell it for \$25. Your profit is \$5. You need to make enough profit to pay all your expenses (rent, marketing, employees, and product expenses)

Sell Price	Cost Per Product/Service	Profit
	-	

Is the profit enough to cover all essential needs for your business? What are some changes you can make?

MARKETING

Marketing is how you will get your message out to your customers.

Who will be your customers?

Describe your ideal customer with as much detail as you can:

You will need to attract customers to your business. Some ways are by putting up billboards, handing out flyers, or making a commercial. Think about some of the advertising used in South Omaha. What are some ways that businesses in the neighborhood advertise today?

What is a creative way you want to advertise your business?

REAL ESTATE

Where will you sell your product or service? Think about potential business spaces in the South Omaha community that you could use.

Describe the type of commercial space you are looking for? Does it need a kitchen? Does it need a large storage area? Think about all the features you need to make your business a success.

When you have an idea do an Internet search for ‘commercial real estate’ and enter in Omaha, NE. Some suggested websites are cityfeet.com or commercialssearch.com

What is the address of your selected space?

Once you have selected your space, you’ll want to figure out how much the rent will be. To do that you will need to find the rental rate and multiply it by 12. Most realtors will make you sign a yearlong lease.

Rental Rate	Number of Months	Total Rent For Year
	X	=

THE NAME

Think of a catchy and easy to understand name for your business. A lot of businesses use names that are associated with local history. Consider a name that ties itself with South Omaha history. Maybe your business can be named after an important person? Or it can be named after contributions from local culture.

Write down some ideas for the name of your business:

So, what is the name of your business?

In the space below, design a logo for your business. A logo should be a quick and easy symbol that lets the consumer know what your business is about.

