

## 21/22 Account Business Plan Worksheet

*A business plan is an operating tool to help manage a business and make it successful. It is also a means of communicating plans for operation and provides a basis for cost recovery.*

The following worksheet is designed to help you formulate a new business plan. If you have questions, please consult with your departmental/unit fiscal officer or CSU-Pueblo Business Financial Services.

---

**Title of Business Plan**  
**Account Number (if known)**  
**Date**

**A. General Description** - This section should briefly describe the business activities.

Define your business activities by answering the following questions:

- What is the service/product?
- Who will use it (internal or external customers)?
- What other products do you plan to develop?
- How does this activity relate to the mission of the university, college, or department?
- Who will oversee the operation (include position title)?
- If this account is in deficit, what account would cover the shortfall?

**B. Market Analysis** - This section should include a comprehensive review of the target market and demonstrate whether sufficient sales/revenue potential exists to ensure the on-going viability of the activity.

Analyze your market by answering the following questions:

- What is the current client base?
- How do you reach clients? (advertising, referrals, etc.)
- For internal clients, will the activity serve 53 accounts?
- How does your product/service meet the market need?
- How do your rates compare with the competition (support should be included)?
- Are there any patent or license issues related to the activity?

**C. Revenue and Expense Analysis** - Identify all revenues including internal, external, or other state agency customers. Identify all expenses required to deliver goods and services (e.g. direct labor and operating expenses).

Develop your revenue and expense analysis by answering the following questions:

- How do you plan to determine your rate structure?
- If activity will be for both internal and external clients, how do you plan to record revenues and expenses? Will you:
  - Operate out of a 21 account and bill the 22 account?
  - Split Revenues and expenses between 21 and 22 accounts based on a proportion?
  - Operate out of one account where either the external revenue in a 21 account or internal revenue in a 22 account is less than \$5,000?
- Are the revenues and expenses evenly distributed over the fiscal year (July-June)? If no, please explain (i.e. costs accumulate on a monthly basis, but sales occur only in March).
- Does this account generate billings to external customers? If yes, do you plan to use the Banner system or use an in-house system to maintain records of these billings?
- Does this activity use equipment?
- Does this activity have inventory? If yes, how often is the inventory counted to verify accuracy of records?

**D. Additional Considerations**

The following question may be helpful in developing this section:

- Do the activities produce or use hazardous materials? If yes, describe the specific relevant activity and certify that all relevant safety and compliance training is completed as described by Environmental Health Services.