



Girl Scout Cookie Business Plan

2016

(name)

Mission Statements

A mission statement is a short, clear description of a business's purpose or reason for being.

Things to keep in mind when writing a business statement:

- A mission statement is not a goal, it is a purpose.
- Try answering these questions:
 - “Why does my business exist?”
 - What is the most important thing I am trying to achieve through my business?
 - What is the most important thing my business provides to my customers?
- A mission statement should allow room for growth and change, so try not to focus on a very specific product or goal.

Mission Statement Examples:

Google: Google's mission is to organize the world's information and make it universally accessible and useful.

Amazon: To be Earth's most customer-centric company where people can find and discover anything they want to buy online.

New York Public Library: To inspire lifelong learning, advance knowledge, and strengthen our communities.

Girl Scouts: Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Business Goals

Things to keep in mind when creating goals for your business:

- Goals can be personal or for a group
- When creating financial goals, consider what you want to do with your earnings and how much that will cost.
- Always think about how you will measure your business's success. How will you know if/when you achieve your goals?
- Consider creating SMART goals. Goals that are:
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-bound

My Business Goals

Make a Plan:

Plan the Work. Work the Plan.

Try starting with some research:

- Think about your and your troop's past sales and how much you need to sell this year to meet your goals.
- How have other girls and troops increased their customer base and marketed their cookies?
 - Be sure to always be thinking about how you can reach your past, current, and future customers.
- Think about your sales logistics:
 - When, where, who
 - What tools might help and how will you make those tools?
- Create & practice your sales pitch.
- Think about what might go wrong and what you can do to keep those things from happening or what you will do if things do go wrong.

My Business Plan: Sales Schedule

When	Where	With Whom

Evaluate & Adjust

- Get feedback from others on your plan and change your plan as needed.
- As you begin the work, continue to check in on your goals. If something is not working out how you thought, adjust your plan.
 - For example, if your door-to-door sales aren't going as well as your thought, consider adding a new neighborhood to your route or going to more booth sales with your troop.
- When cookie sales are over, be sure to go through your goals and take note of which you achieved and which you did not. Remember, there are many reasons people don't meet their goals – consider if there was something you can do differently to meet that goal next year, or if you need to adjust the goal itself. Then, make notes on what you might do the same or differently next year.

Evaluate Your Goals:

Note which you met, which you didn't, and why.
