



# MEETING FOUR: CREATE A STRUCTURE

## BUSINESS SNAPSHOT

### JA COMPANY INFORMATION

JA Company Name	
Product/Service Name	
Product/Service Price	
Logo and/or Tagline	
Mission/Vision/Values	

## Instructions

IN EACH OF THE FIVE SECTIONS BELOW, ENTER YOUR FINDINGS ABOUT YOUR JA COMPANY.

### MARKETING

Team Lead	
Target Audience	
Product/Service Features and Benefits	
Competitive Advantage	



## MARKETING

Brief Timeline

## SALES

Team Lead

Sales Goal

Customer Location

Additional Customer Segments

Customer Service

## SUPPLY CHAIN

Team Lead

Production Method

Quality Control Measures

Distribution

## MANAGEMENT AND LEADERSHIP

Team Lead

Leadership Structure



## MANAGEMENT AND LEADERSHIP

Capitalization Method

Employee Motivation

Social Responsibility Plan

Separation Plan

## FINANCE

Team Lead

Book Keeper/Signatory

Bank Name

Amount of Capital Needed to Launch

Projected Revenue and Expenses