



# Cookie Business Plan

## Key areas to include:

- **Mission Statement:** From Step 3.
- **Our Team:** Who is on your cookie business team and what are their roles?
- **Calendar:** Think about dates relevant to the cookie season, such as when to start planning, hold events, have team updates, and communicate with your customers. How often will you send emails and post on social media?
- **Goals:** From Step 2: What are your goals for using your cookie money? How will you make sure you're on track to meet your goals?
- **Sales Goals:** How many packages do you plan to sell? Where and how will you sell? Digital? Door-to-door? Cookie booths? How will you track your sales?
- **Budget:** From Step 2.
- **Marketing Plan:** From Step 4: Who are your customers and how will you market your business? How many videos will you make to promote your business? Are you hosting cookie booths or promoting the cookie donation program? Include any digital marketing strategies you came up with in Step 4.

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