

NAME: _____



Get set for success by creating a Cookie Business Plan

You're the (girl) boss! How many Girl Scout Cookies® will you sell this year? Who are your customers? How will you market to them? As the owner of your Girl Scout cookie business, you decide. To grow your business and reach your goals, the first thing you need is a plan.

1 Define your brand

Choose a name, tagline and logo that highlights what makes you unique—whether it's a personality trait or special talent—so you can shine through in your cookie business. For inspiration, look to your favorite brands and think about all the things that make them stand out.

2 Craft your marketing message

People love a good story. One way to tell the story of your business and brand is to come up with an elevator pitch, which is a quick and persuasive sales speech. The elevator pitch has four parts:

1. Introduce yourself.
2. Introduce your product.
3. Tell customers why they should buy from you (*versus a grocery store or baker*).
4. Ask customers to buy.



Sample elevator pitch:

Hi, my name is _____ (*first name*), and I'm selling these delicious Girl Scout Cookies, available for a limited time. Our troop's goal is to _____. Would you buy _____ boxes of Girl Scout Cookies to help me reach my goal?

My elevator pitch: _____

3 Set your goals

What do you want to do with your cookie money? _____

Cookie calculations:

1. How much cookie money do you need to reach your goal?
\$ _____ *Proceeds needed (estimate)*
2. Ask a volunteer or council member the dollar amount your troop receives from each box of Girl Scout Cookies.
\$ _____ *Proceeds from each box*
3. Divide the answer for problem 1 by the answer for problem 2 to calculate the number of boxes you or your group needs to sell to reach your goal. $\text{Proceeds needed (answer 1)} \div \text{Proceeds from each box (answer 2)} = \text{Boxes sold to reach goal}$
_____ \div _____ = _____
4. If your Girl Scout group has a group goal, divide the answer for problem 3 by the number of girls in your group. $\text{Boxes sold to reach goal} \div \text{Girls in group} = \text{Boxes each girl needs to sell}$
_____ \div _____ = _____
5. How many boxes of cookies would you like to sell? _____ *Use the answer from problem 3, if it's a personal goal. Use the answer from problem 4, if it's a group goal. Or, make up your goal!*



