

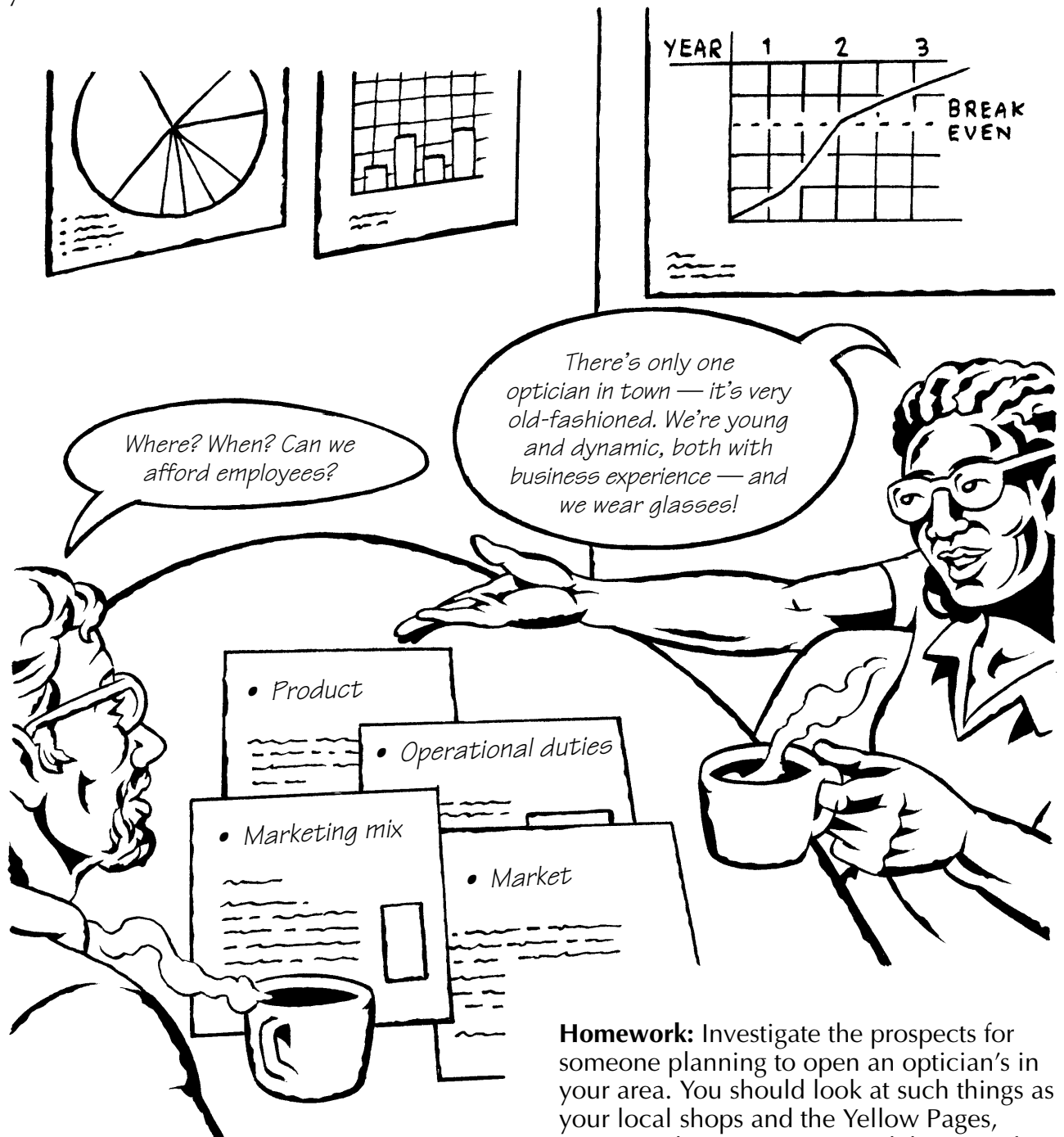
# THE BUSINESS PLAN

Why does a new business need a plan? What do you think should go in it? The illustration will give you some ideas.

Work out a business plan for a new optician's aiming to break even in its first year. Set its targets, and what it would expect to achieve after one, two, and three years.

Conduct a mini-survey in your class of who wears glasses, where they buy them, how many pairs they have, and how much they cost.

How could the kind of information you collect affect an optician's business plan?



**Homework:** Investigate the prospects for someone planning to open an optician's in your area. You should look at such things as your local shops and the Yellow Pages, assessing the competition and the size of the potential market.