



My Cookie Venture

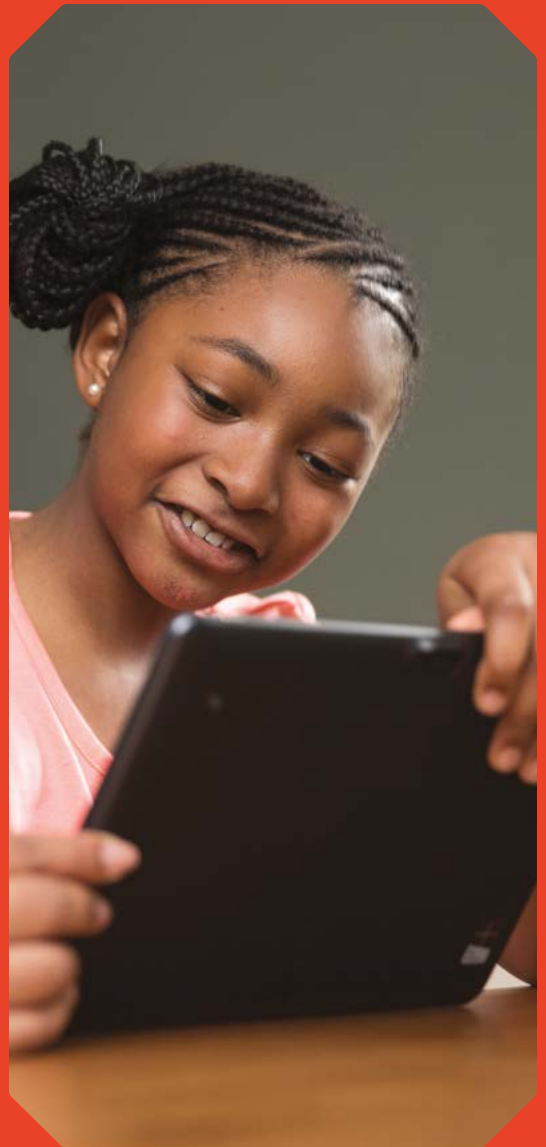
It takes a lot of planning to run your Girl Scout Cookie™ business. Start by expanding your knowledge of your business resources and customers. Think about how much time you can devote to your sales goals. When you're ready, create a business plan that will guide you to your most successful cookie season ever!

Steps

1. Get prepared for your cookie business
2. Set goals and a budget
3. Create a mission statement
4. Plan to reach your customers
5. Write a team business plan

Purpose

When I've earned this badge, I will know how to create a business plan for my cookie business.



Before you explore,
review the “Supplemental
Safety Tips for Online Marketing”
and “Digital Marketing Tips for
Cookie Entrepreneurs and Families”
at girlscouts.org.

Earn your Cadette Cookie Entrepreneur Family pin!

Go to
girlscouts.org/cadettecookiepin
to find the requirements.



Step 1: Get prepared for your cookie business

Before starting this year’s cookie season, research everything you can about it. Learn what’s new this year. What are the cookie costs and varieties? What are the rewards? Find out how to sell and track your digital sales progress on the Digital Cookie®/Smart Cookies® site.

Choices—do one:

Get to know your order card. Write your name and goals on your card and read through it. Look over sections designed for you, like the rewards. Get familiar with sections helpful to customers, like the types of cookies and nutrition facts. Think about how you’ll use the order card to help your customers choose what to buy.

► **For more fun: Decorate a clipboard for your order card.** You might paint it, put stickers on it, or write motivational statements.

Create a cookie sales tip sheet. Hold an information session with your sales team to research everything you need to know about your business. Go to the “Girl Scout Cookie Program FAQs” at girlscouts.org/cookieprogramfaqs to find product information, how to buy and sell cookies, and more. Create a cookie sales tip sheet for your group with the facts and ideas you want to use and remember.

Play a team cookie game. Print cards with images of the cookies. Have two of your troop members hold up a cloth or sheet, creating a wall. Another member will hold the cards on one side of the sheet while two competing members stand on the other side. When the sheet is dropped, the first person to name the cookie and two main ingredients of the cookie wins. Have fun adding other cookie facts to the cards and making the game your own!



Words to Know

Brand: The name, symbol, mark, or logo a company uses to identify their product. A brand is also the way a customer feels about and experiences the product.

Cookie entrepreneur: When you sell Girl Scout Cookies, you set goals, talk to customers, make decisions, make mistakes, and try again. This is all part of being an entrepreneur!

Digital Cookie/Smart Cookies: A way for customers to buy cookies online. Depending on where you live, you will either use Digital Cookie (for Little Brownie Bakers councils) or Smart Cookies (for ABC Bakers councils) to manage digital sales.

Digital marketing: Using technology, such as computers, smartphones, and social media, to reach your customers.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems. Entrepreneurs often use their ideas to create a business.

Feedback: What someone thinks about your ideas or how you run your business.

Iterate: Repeatedly changing something to end up with a result you want. Entrepreneurs go through the entrepreneurial process, a cycle that creates changes and makes improvements. You iterate your cookie business each year as you grow new skills!

Mission statement: This explains the purpose, values, and goals for your business.

Order card: Where you'll find the names of the cookies, what they cost, your customer's information, and the number of packages you sell.

Package goal: How many packages of cookies you and your troop plan to sell.

Pitch: What you tell your customers to get them excited about buying cookies from you.

Troop goal: What you plan to do with the money your troop earns selling cookies.

Troop proceeds: The portion of cookie sales kept by troops.

Venture: A task or an act in which there is risk or the result is not certain. When you run your cookie business, you are starting a business venture with your friends!

Safety First

Find out how to keep your cookie business safe. Go to [girlscouts.org](https://www.girlscouts.org) to find safety guidelines for selling digitally, door-to-door, or at a cookie booth.

Step 2: Set goals and a budget

Every business venture needs goals and a budget! Do one of the three choices and follow these steps:

1. Set a goal based on what you want to do with your troop proceeds. Some examples: meeting supplies, field trips, Take Action projects, or your Girl Scout Silver Award.
2. Vote on your choices.
3. Determine how much each goal will cost, then calculate the total cost. Use the “Cookie Goal and Budget Planner” on page 5.
4. Find out how much your troop will get for each package sold, based on your council and budget.
5. Divide your goal cost by the per package amount to find out how many packages you need to sell to reach your goals.
6. Set your individual sales goal to support your troop goal.
7. Make adjustments to your plans or budget, if needed.

Choices—do one:

Divide it up. Hang three posters around your meeting room that say: Take Action and Awards, Field Trips and Adventures, and Troop Meeting Activities. (If you’re not meeting in person, you can do this online.) Do your own research on each topic—be sure to check your council website. As you find ideas, use sticky notes to post them under each category. After everyone’s posted, discuss as a team and vote for the ideas you like best.

Use teamwork. Have each team research a goal topic: Take Action and Awards, Field Trips and Adventures, and Troop Meeting Activities. Include ideas and the cost for each goal. Have each team present their findings to the group for discussion and a vote.

Get feedback. Find out what other Girl Scouts have done with their cookie money. Get ideas from cookie business advisors like troop leaders or Girl Scout alums too. Write a set of goals that you and your team like the best, then get feedback from your cookie business advisors about your list. Make changes to your plan based on their feedback. Are there some goals you can defer to next year or do you need to adjust your plans or goals in any way?



Cookie Goal and Budget Planner

Goals:	This goal will cost:
#1	\$
#2	\$
#3	\$
#4	\$
#5	\$
#6	\$
Goal total cost (how much money you need to earn):	\$
Troop proceeds per package:	\$

Total goal cost divided by troop proceeds per package = Cookie package goal

Sample troop budget:

Goal cost: \$1,000

Troop proceeds per package: .65 (proceeds vary by council)

\$1,000 divided by .65 = 1,538 packages troop needs to sell



Step 3: Create a mission statement

A mission statement defines your business's reason for existing. It communicates what you stand for and your goals. As you work on your statement, think about what your cookie business does, how it does it, and why. A mission statement is an important internal guiding document for all members of a business.

Choices—do one:

Research mission statements from inspiring companies. Look up the mission statements for several brands. What are their values? How do they practice those values? How do they create a connection with customers? Did learning about the company's mission impact your feelings about their products? Use what you find to create your mission statement.

Talk to a businessperson. Look for someone who sells online or has a location where people shop in person (also known as a brick-and-mortar business). Find out what their mission statement is and how it applies to their everyday business. Write your mission statement and ask them to give you feedback.

Get inspired by the Girl Scout mission statement. Take a look at the Girl Scout mission statement: "Girl Scouting builds girls of courage, confidence, and character, who make the world a better place." How does this fit with your mission statement? Research other powerful mission statements. Then write your own: What is your common goal for your cookie business? How does your business stand out and what is your public image?





Step 4: Plan to reach your customers

How can you reach your customers and build your network of support? Check out “Digital Marketing Tips for Cookie Entrepreneurs and Families” at girlscouts.org/cookiedigitalmarketing for ideas. Make sure to create a sales pitch for selling cookies. Do one of these choices and come up with a marketing plan.

Choices—do one:

Get creative with digital marketing. With your team, come up with new ways to reach customers. Create a fun video to show them how you’ll use your cookie money, or make an entertaining social media and email campaign to send updates to customers. With your customers’ permission, capture and share the supportive things they say about your business. This shows potential customers that buying from you is a great investment! Ask your loyal customers to share your Digital Cookie/Smart Cookies link or sales pitch video online.

Research your favorite brands. Check out their websites and social media accounts. How do they build a relationship with their customers? What can you do to safely connect with online customers? Think about your target customers and where they’re most active online. Use what you find to create a marketing plan for your business.

Ask an expert to help take your plan up a notch. Share your sales pitch and marketing ideas with a businessperson and ask for advice about developing a new customer base. Find out how you can tell your story in a powerful way. Consider how you might reach customers online and in person. Use what you learn to come up with a marketing plan.





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.

Step 5: Write a team business plan

Create a team business plan to help guide your efforts. Make sure to get into the details. See “Cookie Business Plan” on page 10. The more specific your plan is, the more likely you are to complete each step.

Choices—do one:

Add a risk management plan. Expect the unexpected in your cookie business. What can go wrong? How can you be prepared? On a white board or large paper (or online), create three columns: High Risk, Medium Risk, and Low Risk. With your team, come up with things that might affect your business, such as: not enough people buying cookies, not enough girls to sell cookies, internet problems for Digital Cookie/Smart Cookie sales, bad weather, or other impactful factors. If possible, talk to an entrepreneur to find out what problems they have faced. Make a list of things that could go wrong. Place each problem in the column you think it belongs, then come up with a solution or backup plan for each. Include this in your cookie business plan.

Check out other cookie products. Compare packaging, price, and ingredients of one kind of Girl Scout Cookie with another brand of cookies. Note the way other cookies are displayed in stores and advertised. Find out how other companies sell cookies online. What are the benefits to buying Girl Scout Cookies online? What makes your cookies stand out? Find quick answers and product information in the “Girl Scout Cookie Program FAQs” at girlscouts.org/cookieprogramfaqs. Use what you learn to inform your business plan.

Ask a businessperson for feedback. Write up your business plan and find someone in a related business (or with a business background) to help refine your plan. Use this feedback to make changes.



Earning your **Business Creator** badge will give you even more tools to write a business plan and make your ideas better.





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