

Business Plan

Your Business Logo

Business Name:

Address:

Address 2:

Post Code:

Phone/Mobile:

E Mail:

Website address:

1. Business Summary

The summary is the last part of the plan you will write, however it is at the beginning of the Business Plan. If the purpose of the business plan is to secure funding busy readers will have a brief overview from this summary, and it will encourage them to read the whole plan.

Therefore use the summary to highlight the key points of your plan.

Include:

Who is involved?

How the proposal evolved

Where the business will be based

Legal Status

Overview of financial assumptions including start up funding

2. Business overview

Include a brief description of your products and services. How will they be manufactured/produced? Terms and conditions for point of sale. Key people involved in the business

3. Business Strategy

Outline your business strategy for:

*(Think about your anticipated turnover, are you going to take on staff, are you intending to move premises).
Make sure your answers are specific and measureable.*

Year 1

Year 2

Year 3

Swot Analysis

Business Strengths <ul style="list-style-type: none"> • • • 	Business Weaknesses <ul style="list-style-type: none"> • • •
Business Opportunities <ul style="list-style-type: none"> • • • 	Business Threats <ul style="list-style-type: none"> • • •

Products and services (Describe the products that you make or sell, or the service that you provide)

Support network (What support do you have around you ie family, business associates etc.)

4. Suppliers (Research all of your suppliers; consider having more than one supplier for your needs ie. contingency plan). Think about terms and conditions and minimum order with your supplier and how this will affect your cash flow.

Supplier	What they will provide	Terms of Contract	Minimum Order

5. Marketing Plan

Market Research *(details of market research undertaken, what you have found out, conclusions about customers and competitors)*

Who are your customers (Base customer, how much are they prepared to pay, who will use your product or service)

Who are your competitors?

Unique Selling Point *(Linked to your elevator speech) why will your customers buy from you?*

Marketing Strategy (*How will you promote your business and your proposed selling methods*) ie. Direct Selling, indirect selling, partnership working, associate working,

Use of Social Media within your business (*Decide which ones are right for your business*)

Facebook

Blog

Twitter

Linkedin

Pricing strategy (*what is the cost of the product to you, mark up, discounting, postage, delivery costs etc.*)

6. Legal Matters

	Regulatory Requirements	Your Actions
Business Structure		
Financial Issues e.g. Tax, N.I, VAT		
Health & Safety		
Environmental Issues		
Employees		
Premises		
Equality Issues		
Intellectual Property		
Licences		
Data Protection		
Business Insurances		

Insurance (*You will need to consider appropriate insurance for your business including business cover for your vehicle-a legal requirement*)

7.Financial Budgets & Forecasts:

For your business you will need to complete:

Start up costs if appropriate

Profit & Loss/ cash flow forecast

Personal survival budget

Sales Forecast