Business Name



***LOGO or Graphic***

**Business Plan Date**

**INDEX**

**EXECUTIVE SUMMARY**

* + Idea Summary
  + Outline Market
  + Operations Summary
  + Financial Summary

**THE KEY PEOPLE IN THE BUSINESS**

* Personal / CV
* SWOT Analysis
* Your Aims and Objectives

**LEGAL MATTERS**

* General
* Business Insurance
* Health and Safety

**FINANCIALS (to be presented on the Excel Spreadsheet provided)**

* + Survival Budget
  + Start-Up Costs
  + Sales Forecast
  + Cash Flow Forecast
  + Depreciation Register
  + Profit and Loss Forecast

**MARKET RESEARCH**

* Proposed Market
* Secondary Research
* Primary Research
* Supplier Research
* Competitor Analysis Products/Services
* Competitor Pricing Comparison for Products and Services

**MARKETING PLAN**

* + Strategy
  + USP
  + Tactics
  + Promotional Timetable

**OPERATIONS**

**CONTINGENCY PLANS**

**SUMMARY**

**APPENDICES**

**CONTACT DETAILS**

Name(s) of Owners, Partners or Directors:

Type of Business*: e.g. Sole Trader, Partnership, Ltd Company, CIC etc.*

Business Name: if you have chosen one:

Contact Address:

Postcode:

Telephone No:

Mobile No:

E-mail Address:

Web-Site:

Facebook/Twitter etc.:

**FINANCIAL REQUIREMENTS SUMMARY**

**Total Start up costs £ \_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **Source of Funds** | **£** |
| Own resources i.e. cash or assets |  |
| Loan |  |
| Grant |  |
| Other |  |
| **TOTAL** |  |

## BUSINESS (EXECUTIVE) SUMMARY

**Idea Summary**

**Outline Market**:

**Operation Summary**

**Financial Summary**

## KEY PEOPLE IN THE BUSINESS / CV

*Insert cv’s for all partners / directors(s)*

**SWOT Analysis for you and your business**

***STRENGTHS***



***WEAKNESSES***

***OPPORTUNITIES***

***THREATS***

## YOUR AIMS AND OBJECTIVES

## You / Family

**First Year**

**By year three**

**Five years +**

## Your Business

**First Year**

**By year three**

**Five years +**

###### LEGAL MATTERS / HEALTH & SAFETY

* **Refer to guidance notes regarding the completion of this section.**

## FINANCIALS

***Your Financials should be presented on a separate Excel Spreadsheet which has been provided***

* **Use this section to provide any additional comments that support / explain the figures or assumptions made.**

**Survival Budget**

**Start-Up Costs (detailed breakdown)**

**Sales Forecast**

**Cash Flow Forecast**

**Depreciation Register**

**Profit and Loss**

## MARKET RESEARCH

#### Proposed Market

Primary Research

Secondary Research

**Supplier Research**

## COMPETITOR QUALITY ANALYSIS PRODUCTS / SERVICES

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Products / Services / Quality** | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 |
|  |  |  |  |  |

**COMPETITOR PRICING COMPARISON**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Your**  **Product / Service** | **Competitor 1** | **Competitor 2** | **Competitor 3** | **Competitor 4** | **Your Business** |
|  | **£** | **£** | **£** | **£** | **£** |
|  | **£** | **£** | **£** | **£** | **£** |
|  | **£** | **£** | **£** | **£** | **£** |
|  | **£** | **£** | **£** | **£** | **£** |

## MARKETING PLAN

**Overall Strategy / Objectives**

**USP (unique selling point)**

**MARKETING TACTICS**

**Product or Service**

**Price**

**Place**

**Promotion**

PROMOTIONAL TIMETABLE

|  |  |  |
| --- | --- | --- |
| Date | **Marketing Task** | **Estimated Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | ***TOTAL BUDGET*** | ***£*** |

## OPERATIONS

**Business Location**

**Product or Service**

**How do you receive products/services from your suppliers?**



**Resources**

**What regulations and organisations are in place to monitor your industry?**



**Quality-control**

**How will you measure customer satisfaction?**



**What will be the process for collecting monies owed?**



**Bookkeeping**



**Accountant**



**Bank**



**Tax Liability**

**CONTINGENCY PLANS**

**SUMMARY**

***Your final thoughts***

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