

Business Plan Template

By following this template you will be able to produce a full Business Plan containing all the information required to apply for finance and investment, and to set out your business aims and objectives.

You will be able to identify your startup needs to ensure you launch your business with the best foundations possible, and you can refer back to your plan to monitor your business growth.

Your plan can be adjusted in the future as your business grows and your objectives change.

This template is designed to give you the opportunity to put your business ideas and visions in writing. You can personalise your plan by inserting your own branding and logo where you have them, and any relevant photographs that you may have, of products for example. Use your company colours and font if you can.

Financial Spreadsheets form an integral part of your Business Plan. Nwes has an Excel Spreadsheet template for you to use and include as part of this plan. This can be downloaded from the Resources section of the Nwes website.

Guidelines to help you complete this plan are also available in the Resources section of the website.

Any text in green within the template gives you guidance and instructions on what is required to complete the plan. All green guidance text should be deleted and not included as part of your final plan.

Other documents you will require:

Excel Financial Spreadsheets

Business Plan Guidance Notes

[Insert Business Name]

***[Add your company logo here]***

**Business Plan**

**[insert date]**

**INDEX**

**EXECUTIVE SUMMARY**

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

**THE KEY PEOPLE IN THE BUSINESS**

* Personal / CV
* SWOT Analysis
* Aims and Objectives

**LEGAL MATTERS**

* General
* Business Insurance
* Health and Safety

**FINANCIALS**

* + 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**

**1. 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.:

**2. FINANCIAL REQUIREMENTS SUMMARY**

**Total Start-Up costs £ \_\_\_\_\_\_\_\_\_\_**

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

## 3. BUSINESS (EXECUTIVE) SUMMARY

**Idea Summary**

**Outline Market**:

**Operation Summary**

**Financial Summary**

## 4. KEY PEOPLE IN THE BUSINESS / CV

*Insert CVs for all partners / directors*

**5. SWOT Analysis for you and your business**

***STRENGTHS***



***WEAKNESSES***

***OPPORTUNITIES***

***THREATS***

## 6. AIMS AND OBJECTIVES

## Personal (for me and my family)

**First Year**

**By year three**

**Five years +**

## For the Business

**First Year**

**By year three**

**Five years +**

###### 7. LEGAL MATTERS / HEALTH & SAFETY

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



## 8. FINANCIALS

***Your Financials should be presented on a separate Excel Spreadsheet, which is available to download on www.nwes.org.uk***

***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**

## 9. MARKET RESEARCH

#### Proposed Market

Primary Research

Secondary Research

**Supplier Research**

## 10. 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** |
|  | **£** | **£** | **£** | **£** | **£** |
|  | **£** | **£** | **£** | **£** | **£** |
|  | **£** | **£** | **£** | **£** | **£** |
|  | **£** | **£** | **£** | **£** | **£** |

## 11. MARKETING PLAN

**Overall Strategy / Objectives**

**USP (unique selling point)**

**12. MARKETING TACTICS**

**Product or Service**

**Price**

**Place**



**Promotion**



13. PROMOTIONAL TIMETABLE

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

## 14. OPERATIONS

**Business Location**

**Product or Service**

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



**Resources**

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



**Quality-control**

**Customer Satisfaction** **How will you measure customer satisfaction?**



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



**Bookkeeping**



**Accountant**



**Bank**



**Tax Liability**

**15. CONTINGENCY PLANS**

**16. SUMMARY**

***Your final thoughts***