*YOUR LOGO GOES HERE*

**Business**

**Plan**

**(Business Name) (Date)**

**Prepared By:**

|  |  |  |  |
| --- | --- | --- | --- |
| Contact Details & Social Media Details | | | |
| Address |  | | |
| Email |  | | |
| Phone |  | Website |  |
| LinkedIn |  | | |
| Facebook |  | | |
| Twitter |  | | |
| Pinterest |  | | |
| Other |  | | |

1. Personal Information

1.1 Brief Description of the Business

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| --- |
| What product or service will you be providing? |
|  |

|  |
| --- |
| Where will the business be located? |
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| --- |
| Who is involved in your business? |
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1.2 Strapline

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| --- |
| Describe your business in one line |
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1.3 Why this Business?

|  |
| --- |
| Why are you committed to setting up this business? |
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| --- |
| What do you hope to achieve through it? |
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1.4 Key Success Factors

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| Describe what you believe are the main things that you need to be doing well in order to make your business successful? |
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1.5 Experience & Qualifications

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| What is your past experience of business and this particular market? |
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1.6 Any Additional Training Needed

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| Anything that is applicable to the business? |
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2. Business Overview

2.1 Business Aims

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| What is the main aim of your business? |
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| Where do you see it in 5 years’ time? |
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2.2 Action Plan for Setting up the Business

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| --- | --- | --- |
| List the main steps or actions that you need to take in setting up the business. Write down the date you intend the task to be complete & cost. Total everything at the bottom of this section. | | |
| Actions / Steps | Date | Cost |
|  |  |  |
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|  |  |  |
| Estimated set-up costs: | |  |

2.3 Key Risks

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| --- | --- | --- |
| What are the biggest risks in setting-up and running your business? How do you intend to combat these difficulties, or minimise the risk? *Degree of Risk Key H = High, M = Medium L = Low* | | |
| What is the risk? | Degree | Strategy |
|  |  |  |
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2.4 Key Success Factors

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| --- |
| Legal requirements that you need to be aware of? Have you trademarked/patented/ copyrighted your product? |
|  |

2.5 Business Aims

* What are the costs to set-up your business and how this was calculated?
* Are you fronting the start-up costs?
* List what remains to be borrowed and the terms you want to borrow the money on.
* What other sources of funding are available to you and the amounts involved?

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| --- |
| When will you need funding? Where will it come from? |
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| --- |
| Why will you need funding? How much? |
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| --- |
| What funders are out there for you? |
|  |

3. Marketing

3.1 Company Manifesto

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| --- |
| * State what will be accomplished through your business. * State any ethical terms that you plan to adhere to. * State any additional points that are important to you. |
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3.2 Summary of Market Research

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| * Give a summary of what customer and competitor research you have undergone. * Who have you spoken to? What did you speak to them about? * How consistent were the answers from different people? * Analysis of results |
|  |

3.3 Target Custom Groups

|  |  |
| --- | --- |
| Give a brief description of the range of people who are the most likely customers for your product or service.  If there is potentially another subset of target market, identify it in the second section, If not delete. | |
| Business to Customer – Target Market 1 | |
| Age range |  |
| Gender |  |
| What they do |  |
| Where do they go |  |
| What else do they buy |  |
| Why do they need/want what you’re selling |  |
| Business to Customer – Target Market 2 | |
| Age range |  |
| Gender |  |
| What they do |  |
| Where do they go |  |
| What else do they buy |  |
| Why do they need/want what you’re selling |  |

|  |  |
| --- | --- |
| Give a brief description of the range of people who are the most likely customers for your product or service.  If there is potentially another subset of target market, identify it in the second section, if not delete. | |
| Business to Business – Target Market 1 | |
| Company size & sector |  |
| Number of Employees |  |
| Location |  |
| What industry |  |
| What they do |  |
| What else do they purchase |  |
| Why do they need/want what you’re selling |  |
| Business to Business – Target Market 2 | |
| Company size & sector |  |
| Number of Employees |  |
| Location |  |
| What industry |  |
| What they do |  |
| What else do they purchase |  |
| Why do they need/want what you’re selling |  |

3.3 Main Competitors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| List out in the columns opposite the names (or types) of your main competitors, the price they charge for their product/service, and their main strengths and weaknesses in terms of quality, cost, reliability, customer service, reputation, advertising etc. This is very important to expand upon and emphasise as a market understanding and how you fit within it. | | | | |
| Name | Description | Price Range | Strengths | Weaknesses |
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3.5 Estimated Market Size

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| * Give details of what would be a realistic target area for your business? * How many customers are in that area, and how often they are likely to buy this product or service (either from you or your competitors) |
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3.6 Marketing Strategy

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| * What ways can you attract and retain customers in your market? * Which of these things do you intend to do better than your competitors? * How do you intend to do it? * How will you make sure that your customers know that you are doing this? * How will you win them over? |
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4. Business Function

4.1 Process Analysis

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| What are the main process steps in producing and/or delivering your product or service? | |
| Process | People, equipment, venue and skills |
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4.2 Key People in the Business

* Who are the main people who will be helping you in the business?
* List their names, together with what role and their main skills, experience and qualifications.
* List also the monthly wage for each, or in the case of contractors, their cost per basic unit of sale

|  |  |
| --- | --- |
| Name | Role *inc. skills, experience & wage* |
|  |  |
|  |  |
|  |  |
| Name | Role *inc. skills, experience & wage* |
|  |  |
|  |  |
|  |  |
| Estimated Monthly Personnel Wage Bill: |  |

4.3 Key Suppliers

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| --- | --- | --- | --- |
| * If applicable, what materials and supplies will you need on a regular basis * Who will supply them to you? * What price will they charge you, and on what credit terms? * What is your contingency if they fail to supply you? | | | |
| Items | Supplier | Cost | Back-up |
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4.4 Premises, Facilities & Equipment Required

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| * Equipment that you need to set-up such as a factory or stall, equipment, tools etc. * Against each item, provide a brief description of its current condition, and the costs of purchase or rental (and in the case of rental, how often this needs to be paid) | |
| Facilities | Rented or Purchased Costs |
|  |  |
|  |  |
|  |  |
| Equipment | Rented or Purchased Costs |
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4.5 Replacement Costs

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| How often do you need to replace equipment, and at what cost? |
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5. Business Finance

5.1 Cash Flow Summary

* Detail the known and estimated incomings and outgoings for the function of your business
* (Add Specific categories that are appropriate to your business operation) Inventory Expense, Marketing Expense, Packaging, Postage, Printing and Stationery, Travel and Car Expenses, Transport and Delivery and Computer Expenses

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Month | | | | | | | | | | | | Total |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |  |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Income/sales source 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Income/sales source 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equity/Cash introduce |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Start Loan/Other Start up cash in |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total incomings (a) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Expenditure |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Owner Salary |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Staff Salaries |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sub-contractor Costs |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Legal and Professional Fees |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Start Up Loan/Other Loans Monthly Repayments |  |  |  |  |  |  |  |  |  |  |  |  |  |
| VAT Payments |  |  |  |  |  |  |  |  |  |  |  |  |  |
| General Business Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Business Purchases |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Telephone/Mobile |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Business Rent and Utilities |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Council Tax (Business Premises) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Heat Lighting & Power (Business) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Travel and Care Expenses |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment Leasing |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Repairs & Maintenance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Miscellaneous |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Outgoings (B) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Cash Flow (A-B) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Monthly Opening Bank |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cash Position |  |  |  |  |  |  |  |  |  |  |  |  |  |

5.2 Expected Sales Growth

* (See Business Cash Flow excel spreadsheet for further details and usability)
* If applicable, what is your basic unit of sale, and how many do you expect to sell, at what price, during the first six months of your business?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Year 1 | | | | | | | | | | | | |
| Period | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Number Sold |  |  |  |  |  |  |  |  |  |  |  |  |
| Cost Per Unit |  |  |  |  |  |  |  |  |  |  |  |  |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |
| Year 2 | | | | | | | | | | | | |
| Period | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Number Sold |  |  |  |  |  |  |  |  |  |  |  |  |
| Cost Per Unit |  |  |  |  |  |  |  |  |  |  |  |  |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |
| Year 3 | | | | | | | | | | | | |
| Period | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Number Sold |  |  |  |  |  |  |  |  |  |  |  |  |
| Cost Per Unit |  |  |  |  |  |  |  |  |  |  |  |  |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |

5.3 Expected Profit & Break-Even Point

|  |  |
| --- | --- |
| Narrative around cash flow forecast and expected sales growth | |
| Expected profit per month |  |
| Break-even point |  |
| Notes on how these were calculated |  |

5.4 Key Assumptions

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| --- |
| Any funding to come in, orders placed with you, stock schedules etc. |
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5.5 Expected Terms of Payment

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| --- |
| * How soon after a sale do you expect to be paid for it? * Will there be a staggered payment schedule? * Are there any other important pieces of information about credit terms or special conditions? |
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6. Contingencies

6.1 Back Up Plan

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| --- |
| * What have you got to fall back on? Any family members that may be able to help you out? * Any job/career options that you might able to utilise to help you through any hard times? |
|  |

6.2 Personal Survival

|  |
| --- |
| From the Cash Flow Breakdown for the personal set up your own personal outgoings to understand what you need to cover and make sure that you have got everything covered. |
|  |