Welcome

**The Business Plan**

A business plan will concentrate your mind. It’s an old cliché but failing to plan is planning to fail.

The one thing you can be sure about is that reality won’t match the plan BUT.. it’s not the final document that’s important, it’s the process. Although you want to have a good plan when you’re done, an OK plan is better than no plan.

When we get underway, we can provide more sophisticated planning and monitoring tools to keep track of progress.

Getting started

**Business and owner details. If more than one please list all those involved and their roles within the business :**

**Company/ Business name:**

**Company Registtration Number:**

**Business address and postcode:**

**Business telephone number:**

**Business email address:**

**Home address and postcode (if different from above):**

Section one

**Executive summary**

**1.1 Business summary:**

**1.2 Business aims:**

**1.3 Financial summary:**

**Elevator Pitch**

**1.4 Your business name:**

**1.5 Strapline:**

**1.6 Elevator pitch:**

Section two

**Owner’s background**

**2.1 Why do you want to run your own business?**

**2.2 Previous work experience:**

**2.3 Qualifications and education:**

Section three

**Products and services**

**3.1 What are you going to sell?**

**a product**

**a service**

**both**

**3.2 Describe the basic product/service you are going to sell:**

**3.3 Describe the different types of product/service you are going to be selling:**

**3.4 If you are not going to sell all your products/services at the start of your business, explain why not and when you will start selling them:**

**3.5 Do you anticipate that there will be a period of research and development required before launch? If so, summarise the R&D required:**

**3.6 Do you believe there may be intellectual property within your products or services that can be protected? Please describe;**

**3.7 Additional information:**

Section four

**The market**

**4.1 Are your customers:**

**individuals**

**businesses**

**both**

**4.2 Describe your typical customer:**

**4.3 Where are your customers based?**

**4.4 What prompts your customers to buy your product/service?**

**4.5 What factors help your customers choose which business to buy from?**

**4.6 Have you sold products/services to customers already?**

**yes**

**no**

**If you answered “yes”, give details:**

**4.7 Have you got customers waiting to buy your product/service?**

**yes**

**no**

**If you answered “yes”, give details:**

**4.8 Additional information:**

Section five

**Market research**

**5.1 Key findings from desk research:**

**5.2 Key findings from field research – customer questionnaires:**

**5.3 Key findings from field research – test trading:**

**5.4 Additional information:**

Section six

**Marketing strategy**

|  |  |  |
| --- | --- | --- |
| **What are you going to do?** | **Why have you chosen this marketing method?** | **How much will it cost?** |
|  |  |  |
| **TOTAL COST** |  |  |

Section seven

**Competitor analysis**

**7.1 Table of competitors**

| **Name, location**  **and business size** | **Product/service** | **Price** | **Strengths** | **Weaknesses** |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

**7.2 SWOT analysis :**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

**7.3 Unique Selling Point (USP):**

|  |
| --- |
| **Unique Selling Point (USP)** |

Section eight

**Operations and logistics**

**8.1 Production:**

**8.2 Delivery to customers:**

**8.3 Payment methods and terms:**

**8.4 Suppliers:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name and location of supplier** | **Items required**  **and prices** | **Payment arrangements** | **Reasons for choosing supplier** |
|  |  |  |  |

**8.5 Premises:**

**8.6 Equipment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **If being bought** | | |
| **Item required** | **Already owned?** | **New or second hand?** | **Purchased from** | **Price** |
|  |  |  |  |  |

**8.7 Transport:**

**8.8 Legal requirements:**

**8.9 Insurance requirements:**

**8.10 Management and staff:**

**8.11 Additional information:**

Section nine

**Costs and pricing strategy**

|  |  |  |
| --- | --- | --- |
|  | **Product/service name** |  |
| **A** | **Number of units in calculation** |  |
| **B** | **Product/service components** | **Components cost** |
| **C** | **Total product/service cost** |  |
| **D** | **Cost per unit** |  |
| **E** | **Price per unit** |  |
| **F** | **Profit margin (£)** |  |
| **G** | **Profit margin (%)** |  |
| **H** | **Mark up (%)** |  |

Section ten

**Financial forecast**

**10.1 Cashflow forecast**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Month** | **Pre-start** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **Total** |
| **A** | **Month name** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Money in (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **B** | **Funding from Bank** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Funding from**  **other sources** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Own funds** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Incomes from Sales** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Other** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **C** | **Total Money in (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Money out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **D** | **Bank Loan repayments** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **E** | **Cost Items** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Materials & product** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Transport** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Salaries** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Rent** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Heat/light/Power** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Phone** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Subscriptions** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **R&D** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Equipment** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Other**  **(use lines below)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **E** | **Total money out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **F** | **Balance (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Opening balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Closing balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |