|  |
| --- |
| [Company name] |
| Business Plan |
|  |

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|  |

Executive Summary

Contents

[Executive Summary 1](#_Toc499669086)

[1. Business and Personal Details 3](#_Toc499669087)

[2. Summary 4](#_Toc499669088)

[2.1 Business Summary: 4](#_Toc499669089)

[2.2 Business aims and objectives: 4](#_Toc499669090)

[2.3 Financial Summary: 4](#_Toc499669091)

[3. Owner’s background 5](#_Toc499669092)

[4. Products and Services 6](#_Toc499669093)

[5. The Market 7](#_Toc499669094)

[6. Market Research 8](#_Toc499669095)

[7. Marketing Strategy 9](#_Toc499669096)

[8. Competitor Analysis 10](#_Toc499669097)

[8.1 Table of Competitors 10](#_Toc499669098)

[8.2 SWOT Analysis 10](#_Toc499669099)

[8.3 Unique Selling Point (USP) 10](#_Toc499669100)

[9. Operations and Logistics 11](#_Toc499669101)

[9.1 Production: 11](#_Toc499669102)

[9.2 Delivery to customers: 11](#_Toc499669103)

[9.3 Payment methods and terms: 11](#_Toc499669104)

[9.4 Suppliers: 11](#_Toc499669105)

[9.5 Premises: 12](#_Toc499669106)

[9.6 Equipment: 12](#_Toc499669107)

[9.7 Transport: 12](#_Toc499669108)

[9.8 Legal requirements: 12](#_Toc499669109)

[9.9 Insurance requirements: 13](#_Toc499669110)

[9.10 Management and staff: 13](#_Toc499669111)

[9.11 Additional information: 13](#_Toc499669112)

[10. Costs and Pricing Strategy 14](#_Toc499669113)

[11. Financial Forecasts 15](#_Toc499669114)

[11.1 Sales and Costs Forecast 15](#_Toc499669115)

[11.2 Personal Budget 16](#_Toc499669116)

[11.3 Cashflow Forecast 17](#_Toc499669117)

1. Business and Personal Details**1.1 Business and owner details:**

**1.2 Business name:**

**1.3 Owner(s) name:**

**1.4 Business Address and Postcode:**

**1.5 Business telephone number:**

**1.6 Business email address:**

**1.7 Home address and postcode:**

**1.8 Home telephone number:**

**1.9 Home email address:**

2. Summary

## **2.1 Business Summary:**

## **2.2 Business aims and objectives:**

|  |  |
| --- | --- |
| Short term (current year) |  |
| Medium term (next 1-3 years) |  |
| Long term (3-5 years and beyond) |  |

## **2.3 Financial Summary:**

3. Owner’s background

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

**3.2 Previous work experience:**

**3.3 Qualifications and education:**

**3.4 Training:**

**Details of future training courses you want to complete:**

**3.5 Hobbies and interests:**

**3.7 Additional information:**

4. 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 Additional information:**

5. 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:**

6. 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:**

7. Marketing Strategy

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

8. Competitor Analysis

## 8.1 Table of Competitors

| **Name, location**  **and business size** | **Product/service** | **Price** | **Strengths** | **Weaknesses** |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
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## 8.2 SWOT Analysis

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

## 8.3 Unique Selling Point (USP)

9. Operations and Logistics

## 9.1 Production:

## 9.2 Delivery to customers:

## 9.3 Payment methods and terms:

## 9.4 Suppliers:

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

|  |
| --- |
| Where does or will your business operate from? |
| * Home * Office * Retail unit * Manufacturing unit * Mobile business (vehicle) * Work-hub * Other |
| What laws or regulations have you considered for your business or industry? |
|  |
| What insurance do you have or intend to put in place for your business? |
|  |

## 9.6 Equipment:

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

## 9.8 Legal requirements:

## 9.9 Insurance requirements:

## 9.10 Management and staff:

|  |  |  |  |
| --- | --- | --- | --- |
| How many Staff do you currently employ? | | | |
| Full time: |  | Part time: |  |
| Outline KEY STAFF roles within your business (e.g. job title, responsibilities, key skills): | | | |
|  | | | |
| How many staff do you intend to take on within the next 12 months | | | |
| Full time: |  | Part time: |  |
| Describe the key responsibilities and skills you intend to give these staff | | | |
|  | | | |

## 9.11 Additional information:

# 10. 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 (%)** |  |

# 11. Financial Forecasts

## 11.1 Sales and Costs Forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Month** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **Total** |
| **A** | **Month name** |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Sales forecast** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **B** | **Product/service** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **C** | **Product/service** |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Costs forecast** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **D** | **Product/service** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **E** | **Assumptions (e.g. Seasonal trends)** |  |  |  |  |  |  |  |  |  |  |  |  |  |

## 11.2 Personal Budget

|  |  |  |
| --- | --- | --- |
| **Section** |  | **Monthly cost (£)** |
| **A**  **Estimated costs** | **Mortgage/rent** |  |
|  | **Council tax** |  |
|  | **Gas, electricity and oil** |  |
|  | **Water rates** |  |
|  | **All personal and property insurances** |  |
|  | **Clothing** |  |
|  | **Food and housekeeping** |  |
|  | **Telephone** |  |
|  | **Hire charges (TV, DVD etc.)** |  |
|  | **Subscriptions (clubs, magazines etc.)** |  |
|  | **Entertainment (meals and drinks)** |  |
|  | **Car tax, insurance, service and maintenance** |  |
|  | **Children’s expenditure and presents** |  |
|  | **Credit card, loan and other personal debt repayments** |  |
|  | **National Insurance** |  |
|  | **Other** |  |
| **B** | **Total costs (£)** |  |
| **C**  **Estimated income** | **Income from family/partner** |  |
|  | **Part time job** |  |
|  | **Working tax credit** |  |
|  | **Child benefits** |  |
|  | **Other benefits** |  |
|  | **Other** |  |
| **D** | **Total income (£)** |  |
| **E** | **Total survival income required (£)** |  |

## 11.3 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 ICO** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Funding from other sources** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Own funds** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Incomes from sales** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Other** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **c** | **Total money in (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Money Out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Loan Repayments** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Personal Drawings** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Money Out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **D** | **Repayments** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Personal Drawings** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **E** | **Total money out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **F** | **Balance (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Opening Balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Closing Balance** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |