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

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|  |

Executive Summary

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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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## 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** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |