**BUSINESS PLAN**

**Your Name**

**Your Contact Email**

**Your Business Name**

**DD/MM/YY**

**Contents:**

1. Executive Summary
2. Objectives
3. Market Analysis
4. Proposition USP
5. Product/Service
6. Sales & Marketing
7. Organisation & Management
8. Financial Projections
9. Funding

|  |  |  |
| --- | --- | --- |
| **1.** **Executive Summary** | | |
| This is a short document summarizing your full business proposal. Although it appears at the beginning of your businesses plan it is usually completed at the end once you have laid out your full plan.  The executive summary highlights the key points of your proposal. It should provide a preview for investors or your bank on the main elements of your plan and provide the reader an understanding of your business idea and how you plan to achieve your goals. | | |
| **2.** **Objectives** | | |
| In this section list your main short term, mid term and long term goals which can be both financial and non-financial. You can use the **SMART** acronym (Specific, Measurable, Achievable, Realistic, Timely) to help generate your objectives. Your objectives can include generating a target turnover, developing new products, gaining qualifications, accreditations or employing new staff by a set date. Objectives make it clear what you aim to achieve which then help define how to achieve them. | | |
| **Short term (current year):** | | |
|  | | |
| **Medium term (next 1 – 2 years):** | | |
|  | | |
| **Long term (3 years and beyond):** | | |
|  | | |
| **3. Market Analysis** | | |
| Good ideas need to be researched before they become good businesses. You can carry out research in a number of ways:   * Desk research: Identify market trends, size of market. Use statistics to back up your findings (sources: upmystreet.com, businesslink.gov.uk, statistics.gov.uk, industry publications) * Field research: Questionnaires, surveys, focus groups, test trading, interviews, trade fairs or exhibitions | | |
| **Target Market** | | |
| Outline what research you have carried out to identify and define your customers, the more information you have on your target market the easier it will be to target and convert them.  Identify your target market:   * Individuals or Businesses (which industry) * Age * Gender * Motivations for wanting to use your product or service (price, locations, reputation, recommendation) * What are their behaviours, attitudes, income, location, lifestyle choices and preferences? | | |
| **Competitor Analysis** | | |
| The target market you wish to reach will most likely already be using other businesses to meet their needs, Carry out SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis on your top 3 competitors.  Using a SWOT analysis will help you to understand what your competitors do well and where there are opportunities for you to capture some of their customers. | | |
| **Competitor 1:** | | |
| **Name & Website Address:** | **Prices:** | |
|  |  | |
| **Strengths:** | **Weaknesses:** | |
| (e.g. pricing, product, marketing, sales, reputation, brand identity, delivery, location, website, social media presence, distribution.) | (e.g. pricing, product, marketing, sales, reputation, brand identity, delivery, location, website, social media presence, distribution.) | |
| **Competitor 2:** | | |
| **Name & Website Address:** | **Prices:** | |
|  |  | |
| **Strengths:** | **Weaknesses:** | |
|  |  | |
| **Competitor 3:** | | |
| **Name & Website Address:** | | **Prices:** |
|  | |  |
| **Strengths:** | | **Weaknesses:** |
|  | |  |
| **4.** **Proposition USP** | | |
| Having chosen your target market and identified your competitors weaknesses you can present your own USP (Unique Selling Point). What sets you apart and differentiates you – why will your target market choose your product or service over a competitors?  Create a SWOT analysis on you and your business:  You can include:   * Previous experience relevant to your business * Education or training * Transferable skills | | |
| **Your strengths:** | **Your weaknesses:** | |
|  |  | |
| **Current or future opportunities:** | **Current or future threats:** | |
|  |  | |
| **5. Product/Service** | | |
| Here detail your product or service – remember that people reading your business plan may have no prior knowledge of your industry so include a concise and clear description of your product(s) and or service(s), if your product or service is seasonal and your pricing structure.  Before you can determine how much to sell your product for you must first identify how much your product or service will cost to bring it to market including:   * Cost of raw materials for production – do you have suppliers in place? * Cost of packaging * Cost of distribution * Cost of Overheads (running costs – rent, rates, utilities, insurances, wages, travel expenses, professional fees) * Competitor Pricing | | |
| **6.** S**ales & Marketing** | | |
| You have identified your target audience, you have a USP now you need to reach your target market to sell your products or services.  Consider the profile of your audience – age, hobbies, income etc to help identify how, when and where to reach them.  List what sales and marketing practices you will use to reach your target market and the costs.  For example:   * Website * Advertising (online, print - local, national, trade publications, radio, TV) * Social media (e.g.YouTube, Instagram, Facebook, TikTok) * Affiliate marketing * Multi-level marketing/party plan/direct sales * Retail outlets * Telesales * Referrals * Direct mail or flyer inserts * Events and exhibitions * PR | | |

|  |  |
| --- | --- |
| **6.** **Organization & Management** | |
| **Business Status** | |
| When starting a new busines you should decide to become either a Sole Trader or Limited Company. How you decide to register depends on your type of business, where you work and whether you need to employ people. Discuss this with your accountant before making a decision. | |
| **Staffing** | |
| When you start your business will you be the only person in the business or will you employ people part time/full time? What skills and qualifications do you have? Will you need to employee contractors or freelancers. List the services or skill you will need to outsource e.g:   * Bookkeeping * Accountant * Sales * Production * IT | |
| **Premises** | |
| Where will your business operate from? Depending on the nature of your business you may have to rent a premises, in this section identify where your business will operate from.   * Home business * Office * Retail unit * Manufacturing unit * Mobile business (vehicle) * Shared work hub * Other | |
| **Operations** | |
| The day to running of a business is multi-faceted it is important to understand the operational requirements and legal obligations of your business: | |
| **Operational** | **Legal** |
| **Equipment**: e.g. phone, laptop, printer, payment processing facility,  **Utilities providers:** phone line, internet provider, waste, electricity, alarm system  **Courier/Postal Service:** if run an ecommerce store will you take your orders to be dispatched at the Post Office or will you have a courier collection.  **Payment**: When and how will you get paid, will you invoice customers? Will you charge at point of sale? Do you have a payment processing platform? Which accounting/bookkeeping software will you use to invoice? | Data Protection  GDPR  Business Insurance  Pension Provision  Health & Safety  Distance Selling Regulations  PCI Compliance for Ecommerce |

|  |
| --- |
| **7. Financial Projections** |
| **Cost Forecast** |
| This document usually takes the form of a spreadsheet and should listall your costs including:   * Materials * Equipment * Stationary * Utilities * Rent & Rates * Insurance * Sales & Marketing * Packaging * IT Support * Shipping * Membership of trade organisations * Staff costs * Loan repayments * Bank Charges * Software Licences |
| **Sales Forecast** |
| From your market analysis you should be able to provide a monthly sales forecast. This document usually takes the form of a spreadsheet. Your sales turnover is calculated by multiplying the selling price of your goods or services by the volume you predict you will sell. This figure is your turnover (and does not take into account costs). |
| **Cash Flow Forecast** |
| This document usually takes the form of a spreadsheet and should combine your cost and sales forecast to estimate your businesses financial position over the next 12 months. |
| **8.** **Funding** |
| There are a number of ways to finance the launch of your business. In this section detail how your business will be financed.   * Personal Savings * Business Overdrafts * Business Loan * Government Backed Start Up Loans * Asset Finance * Crowdfunding * Small Business Grants * Private Investors * Invoice finance * Friends & Family |