

BUSINESS PLAN

For

For The Period
Month 20XX to Month 20XX

Prepared By: _____

On: _____

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1. Business Identity

Name of Business:

Brief Description of Business:

Brief history of the business promoter (age, qualifications, experience, etc):

2. Market Description

What is your market?

What research into your customers and market have you carried out?

What were your findings?

Give a profile of your average customer? (Age, Gender, Education, Income, Level of Internet experience, Hobbies/Interests)

Why will they buy from you?

3 Competition

How many competitors are there?

What research have you done on the competition?

4 The Product/Service

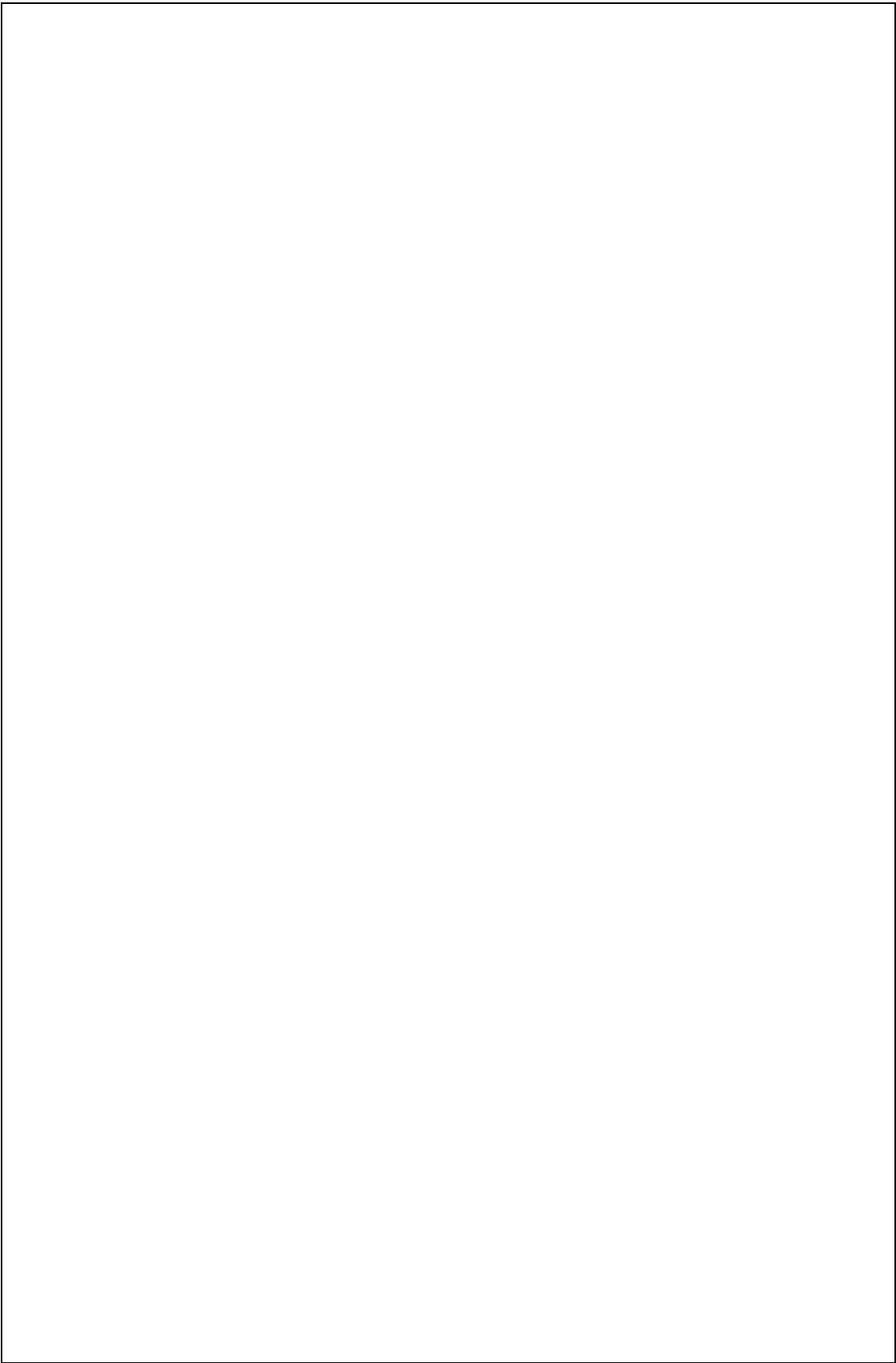
Description of your product or service

What is unique about your product or service compared to that of your competitors?

5 Marketing Plan

**How are you going to make your customers aware of your product or service?
(presentations, formal website launch, marketing materials, hand-outs, on-line
viral marketing, etc.)**

What is your marketing plan (using 4Ps: product, place, price and promotion)?



6 Management and Organisation

The Management Team and Staff

How many staff will you need?

What are their positions and job responsibilities?

What are their particular strengths and skills? (e.g. technical skills, personal attitudes, education, work experience)

What benefits will people working for you have? (wage rate, training, personal growth, discounts for use of your product/service, etc)

Production

If applicable, describe, in brief, the production process.

Logistics

What premises will you need? (office facilities, storage facilities, vehicles, operating equipment at start-up, any necessary licences, health and safety permission, etc).

Who is your preferred supplier and why?

7 Information and Communication Technologies

What are your ICT requirements (web site, email, accounts, EPOS, word processing)?

Who is going to design your web site?

If you are going to outsource the design of your web site to any other company, please give a realistic quotation on cost and how long it will take them to build and launch the site.

Who is going to maintain the web site?

Who is going to put the ICT system in place?

8. Financial Forecast

Your business should generate a profit and sufficient cash to be able to make payments to suppliers, staff and others. You should try to develop a financial forecast for the year ahead, including:

- Budget: a plan with numbers, showing what the company expects to spend on its various activities (like advertising, staff costs, equipment and research) and what it expects to get in from sales and other incomes.
- Cashflow: the way money comes into the business, and flows out again.

Remember: Businesses have to make a profit, or they go under. But even profitable business fail because they don't manage their cashflow.

How much will it cost to establish your business.

Machinery and Equipment	
Vehicles	
Fit Out Costs	
Working Capital	
Other Costs (please specify)	
Total	

How will you find these costs.

Own Investment	
Loan from family/friends	

Princes Trust	
Bank Loan	
Other Loan	
Grants	
Bank Overdraft	
Total	

What is your projected sales for your first year?

What is your projected profit/loss for your first year?

What is your breakeven level of sales for the year?

What steps are you taking to ensure a good cash flow?

Please find attached a complete cash flow statement.

Signature: _____

Date: _____