[insert your logo if available]

[insert your business name]

BUSINESS PLAN

## Prepared by: [insert your name]

## Date: [insert date]

INDEX

1. Executive summary
2. Products and services
3. Market research
4. SWOT analysis
5. Your key competitors
6. Marketing and sales
7. Personal profile and team skills
8. Operations
9. Policies
10. Financial forecasting notes
11. Appendices

1. EXECUTIVE SUMMARY

Your business:

Sector:

Location:

Legal entity:

Why did you start-up?

Key dates:

Financial goal:

Vision:

2. PRODUCTS AND SERVICES

Your products / services:

Price point/s:

Customer benefits:

Your point of differentiation:

3. MARKET RESEARCH

YOUR MARKET

Quantitative evidence:

Qualitative evidence:

YOUR CUSTOMERS

Target audience:

Existing customers:

Purchasing habits:

4. SWOT ANALYSIS

|  |  |
| --- | --- |
| STRENGTHS | THREATS |
|  |  |
| WEAKNESSES | OPPORTUNITIES |
|  |  |

5. YOUR KEY COMPETITORS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name, location  and business size | Products/services | Price | Strengths | Weaknesses |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Additional information:

6. MARKETING AND SALES

|  |  |
| --- | --- |
| TACTIC: | COST: |
| Website: |  |
| Email: |  |
| Leaflet distribution: |  |
| Advertising: |  |
| Tele-sales: |  |
| Events / conferences: |  |
| Memberships: |  |
| Special offers: |  |
| Other: |  |
| Total cost: |  |

Additional information:

7. PERSONAL PROFILE AND TEAM SKILLS

You:

Your staff:

Organisational chart:

8. OPERATIONS

Location:

Production processes:

Management information:

Support:

9. POLICIES

Administration:

Taxes:

Exit strategy:

10. FINANCIAL FORECASTING NOTES

Revenue:

Costs / expenses:

Profit:

Personal survival budget:

Wages:

Breakeven point:

Seasons / trends:

11. APPENDICES

[INCLUDE / DELETE AS NECESSARY]

1. Certificates / regulatory / contracts

* Copies of any educational, vocational, professional certificates and diplomas
* Accreditations
* Insurance policies / certificates
* Trading licenses / permissions
* Sales contracts
* Supplier contracts

2. Orders / contracts secured

* Copies of any orders placed with your business or contracts signed
* Commitment to purchase your goods or services
* Outlets / intermediaries who have agreed to sell on your behalf
* Agencies / intermediaries who agree to refer business to you
* Testimonials from existing customers / clients / agencies / intermediaries

3. Equipment / resources already possessed and required

* List of capital equipment and resources already put into the business
* List of capital equipment and resources, if required
* Cost

4. Asset & liability statement for both personal and business

* List the details and values of all your assets and liabilities (self-certified)

5. Market research findings

* Self-conducted (summaries, charts etc.)
* Professionally sourced
* Survey forms (summaries, charts)
* Feedback form results (charts)
* Business references and testimonials

6. Marketing strategy