[insert your logo if available]

[insert your business name]

BUSINESS PLAN

## Prepared by: [insert your name]

## Date: [insert date]

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1. Executive summary
2. Products and services
3. Market research
4. SWOT analysis
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6. Marketing and sales
7. Personal profile and team skills
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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