

[insert your logo if available]

[insert your business name]

BUSINESS PLAN

Prepared by: *[insert your name]*

Date: *[insert date]*

Funded by



Liberty the **outset foundation**
alleviating poverty through enterprise

Delivered by



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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
