

BUSINESS PLAN

for

About the Business

Business Name:	
Business Structure*:	
Owners' Names:	
Business Address:	
Business Telephone:	
Business e-mail:	
Website Address:	

* Sole trader, Partnership, Limited Company or Social Enterprise

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Section 1 – Introduction

1.1 Business Plan Executive Summary

1.2 Business Objectives

Short Term (0-12 months)

Medium Term (12-36 months)

Long Term (36 months onwards)

1.3 Business Description

1.4 Business Operations

Section 2 – The People

2.1 Key People

2.2 Training Needs Analysis

2.3 Management Team

Section 3 – Marketing Plan

3.1 Market Research

3.2 Customers

3.3 Competition

Competitor	Key Strengths	Key Weaknesses
Competitor A		
Competitor B		
Competitor C		
Conclusions		

3.4 Marketing Strategy

Channel	Method	Timing	Cost
Direct			
Indirect			
Networking			
e-business			

Section 4 – The Money

4.1 Pricing and Costing

	a) Average Selling Price of the Product		£	-
	b) Direct Costs of Producing the Product	Materials	£	-
		Labour	£	-
		Packaging	£	-
		Delivery	£	-
		Other	£	-
		Total	£	-
	c) Gross Profit Margin per Item		£	-
	d) Gross Profit Percentage			0%
	e) Direct Cost Percentage			0%

4.2 Sales Forecast

	1	apr	£	-	
	2	may	£	-	
	3	jun	£	-	
	4	jul	£	-	
	5	aug	£	-	
	6	sep	£	-	
	7	oct	£	-	
	8	nov	£	-	
	9	dec	£	-	
	10	jan	£	-	
	11	feb	£	-	
	12	mar	£	-	
	Total		£	-	

4.3 Running Costs Monthly

Item	Cost	Notes
Rent and Rates	£ -	
Heating and Lighting	£ -	
Wages & National Insurance	£ -	
Loan (interest and capital)	£ -	
All Insurance	£ -	
Motor and Travel Costs	£ -	
Travel Expenses	£ -	
Postage & Stationery	£ -	
Print Stationery	£ -	
Professional Fees	£ -	
Repairs and Maintenance	£ -	
Telephone and Internet	£ -	
Advertising and Promotion	£ -	
Sundries	£ -	
Owners' Drawings	£ -	
Bank Charges	£ -	
Total	£ -	

4.4 Start Up Costs and Funding Package

<u>Start Up Costs</u>	Cost	Notes
Equipment	£ -	
Computer Software	£ -	
Computer Hardware	£ -	
Promotional Material	£ -	
Furniture	£ -	
Opening Stock	£ -	
Website Fees	£ -	
Rent Deposit	£ -	
Vehicle Purchase	£ -	
Premises Refurbishment Costs	£ -	
Legal Fees	£ -	
Company Formation Costs	£ -	
Other Costs	£ -	
Other Costs	£ -	
Other Costs	£ -	
Total Start Up Costs	£ -	
<u>Funding Package</u>		
Owners Investment - Assets	£ -	
Owners Investment - Cash	£ -	
Grant Funding	£ -	
Prince's Trust Loan	£ -	
Other Loan Funding	£ -	
Other Funding	£ -	
Total Funding	£ -	