

Business Plan

Insert your logo (if applicable)

<< Insert name >>

<< Insert business name >>

Insert DD/MM/YY

Insert your business URL (if applicable)

Contents:

1. Your business and objectives
2. Your skills and experience
3. Your target customers
4. Your market and competition
5. Your marketing and sales plans
6. Your operational plans
7. Supporting evidence (if applicable)

1. Your business and objectives / Mission Statement

Briefly describe your business, outlining the different product(s) and/or service(s) you offer:

Objectives:

Short term (current year):

-
-

Medium term (next 1 – 2 years):

-
-

Long term (3 years and beyond):

-
-

Your Start Up Loan:

Describe how you will use your Start Up Loan and how it will help you achieve these objectives:

2. Your skills and experience

Outline any previous experience, employment or other work that you have done that is relevant to your business:

Outline any education or training you have had that is relevant to your business:

Outline any transferable skills, talents or traits you have that are relevant to your business:

Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:

3. Your target customers

Demographic details:

Delete any answers not applicable to you and provide some description as relevant.

Age:	Gender:	Income:	Types:	Target regions:
• 0 - 5 yrs • 6 - 12yrs • 13 - 17yrs • 18 - 30yrs • 31 - 50yrs • 51yrs + • All ages	• Males • Females • All genders	• £0 - £25,000 • £26,000 - £99,000 • £100,000 +	• Individuals • Businesses • Families • Other	• Local? • County? • National? • International?

How many potential customers do you estimate are in your target regions for this financial year?

Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:

What customer need or problem does your product(s) and/or service(s) address?

Explain your approach to pricing your product(s) and/or service(s):

4. Your market and competition

What research have you conducted to understand your market, including your industry, regions, customers, competitors?

Delete any answers not applicable to you and provide some description as relevant.

- Surveys & questionnaires
- Focus groups
- Interviews
- Desk or online research
- Market testing
- Trade fairs or exhibitions
- Met with suppliers
- Personal experience
- Social media research
- Mystery shopping competitors
- Family and friends
- Other

Competitor 1:

Name, location, website:

Average prices:

Strengths:

-
-

Weaknesses:

-
-

Competitor 2:

Name, location, website:

Average prices:

Strengths:

-
-

Weaknesses:

-
-

Your business:	
What sets your business apart from your competitors?	
Your strengths:	Your weaknesses:
• •	• •
Current or future opportunities:	Current or future threats:
• •	• •

5. Your sales and marketing plans

How do you or will you promote your business?

Delete any answers not applicable to you and provide some description as relevant.

- Website (information only)
- Website (for e-commerce)
- Advertising (online)
- Advertising (print, radio, TV)
- Search engine marketing
- Social media
- Retail outlets
- Telesales
- Referrals
- Leaflets
- Events and exhibitions
- PR
- Other

Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:

1.

2.

3.

6. Your operational plans

Are there any suppliers or business relationships that are critical to delivering your products/services or otherwise running your business?

Detail as relevant in the boxes provided below.

Supplier / Relationship 1:

Organisation:

Relationship status:

Delete any answers not applicable to you.

- No contract/commitment
- Contact under negotiation
- Project-based arrangement
- Contract or retainer in place
- Other

Service provided:

Key terms of the relationship:

Supplier / Relationship 2:

Organisation:

Relationship status:

Delete any answers not applicable to you.

- No contract/commitment
- Contact under negotiation
- Project-based arrangement
- Contract or retainer in place
- Other

Service provided:

Key terms of the relationship:

Other operational considerations:

Do you currently employ staff?

Delete any answers not applicable to you and provide some description as relevant.

- Yes (*proceed to question A below*)
- Not yet but I have plans to take on staff in the next 12-months (*proceed to question B*)
- No and I have no plans to take on staff in the next 12-months (*proceed to next section*)

A. How many staff do you currently employ?

Full time:

Part time:

Outline the key staff roles within your business (e.g. job title, responsibilities, key skills):

B. How many staff do you intend to take on in the next 12-months?

Full time:

Part time:

Describe the key responsibilities and skills you anticipate giving to these new staff:

Where does or will your business operate from?

Delete any answers not applicable to you and provide some description as relevant.

- Home business
- Office
- Retail unit
- Manufacturing unit
- Mobile business (vehicle)
- Work-hub
- Other

What laws or regulations have you considered for your business and/or industry?

What insurance do you currently have in place or do you intend to put in place for your business?

7. Supporting evidence

You can either copy and paste any supporting evidence in this section, or create a bullet point list of your supporting items and send them in with your application separately. Any supporting evidence you provide should support and strengthen the claims you have made and help our loan assessment team feel more confident about lending to you.

Please note, this is not a mandatory field but your Business Adviser may request additional supporting evidence once they have reviewed your full application.

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