REPORT FOR INVESTORS

Business Model

1. Business Name

Explain to the investors what the name of your business is
Say how you decided on this name
Say why you think it is effective

2. Product /Service

Explain what exactly you are offering – product / service or both?
Describe in as much detail as possible so the reader gets a very clear picture of what you are selling
Explain whether you will make or buy your products (if you are selling a product)
Describe how the product will be made and where the material/ingredients will come from

3. Business Format

Business Format	Description	Benefits	Problems
Sole Trader	-Describe -Example	3	3 (unlimited liability)
Partnership	-Describe -Example	3	3 (unlimited liability)
Private Limited Company (LTD)	-Describe -Example -Shares	3 (limited liability)	3
Public Limited Company (PLC)	-Describe -Example -Shares	3 (limited liability)	3
Social Enterprise	-Describe -Example		

My Business Format

Explain which format you have chosen
Give clear reasons for choosing it (advantages)
Mention some of the challenges you may encounter (disadvantages)

IF YOU HAVE CHOSEN TO BE A **SOLE TRADER** JUST BECAUSE IT IS THE EASIEST – YOU NEED TO ADD AFTERWARDS THAT THIS FORMAT IS MOST SUITABLE FOR THOSE WHO WANT TO WORK FROM HOME OR OUT OF A VAN LIKE A PLUMBER ETC. SO PERHAPS ANOTHER GOOD OPTION FOR YOU WOULD BE A **PRIVATE LIMITED COMPANY**. THEN TALK ABOUT THE ADVANTAGES OF THIS, MENTIONING ALSO THE DISADVANTAGES….

Mission Statement

We aim to….

Company Aims and Objectives

Explain the aims and objectives of the business (example below)

1. I aim to make profit in the first 12 months of trading. I can do this by working out what my breakeven point is and working towards this. Once I hit break even, I will focus on making profits.
2.
3.
4.

My Market

Explain WHO your customer is

THIS HAS BEEN DONE – YOU NOW KNOW WHO YOUR TYPICAL CUSTOMER IS BECAUSE YOU DID THE RESEARCH WITH THE QUESTIONNAIRE. WRITE DOWN WHAT YOU LEARNT FROM THIS….

After reading this section I should have a very clear idea of what your typical customer looks like from the profile you put together from the questionnaire – age / gender / amount of money willing to spend / shopping habits etc.

Route to Market

Explain how customers are going to buy your product

Finances

Start Up Costs
- Use the separate document in resources to list out all your costs
Estimation of running Costs
- Estimate your running costs for each month - Multiply by 12 to get the estimated annual running costs
Projected Sales Income

Month	**Estimated income**
January	50 customers x £5 = £100
February	
March	
April	
May	
June	
July	

August	
September	
October	
November	
December	
Total income	

Forecast potential profit

Month	**Estimated income**	**Running costs**	**Profit/Loss**
January	£100	£300	(£200)
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	**£5,500**	**£3,600**	**£1,900**

Source of Finance

Explain where you are going to get your finance from
Explain that a bank is probably the best place and explain why
Tell me what banks you are looking at for a loan and explain what deals they offer new businesses

<u>Stakeholders</u>

Stakeholder	Description	Influence on the business
Director / Owner	The director of my business is me. I am the one who set up and runs the business. I will make all the important decisions	Directors and owners have a huge influence on the business as they make major decisions. They dictate the direction of the business and this can mean success or failure
Customers		
Employees		

Suppliers		
Local community		
Competitors		

<u>Advice and Support</u>

Explain where you can get help and support from to ensure your business idea is successful
Choose one or two of the following and research them
Explain what exactly they offer and what help they can give you as a new business
Include the links

Banks
The Princes Trust
Shell Live WIRE
Start-Up Britain
The National Enterprise Network