

# BUSINESS PLAN

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**BUSINESS NAME:**

**DATE:**

## BUSINESS PLAN

*Business name/Company  
Registration Number  
(if applicable):*

*Owner(s) name(s):*

*Business address:*

*Business telephone number:*

*Business email address:*

*Business website:*

*Home address (if different from  
business address):*

## EXECUTIVE SUMMARY

The summary helps readers to quickly understand your business plan quickly. It will give them confidence that you know what you are doing and encourage them to read the whole plan. You should write this section last, summarising the key information from each of the main sections of your business plan.

## BUSINESS OVERVIEW

This section helps readers understand what your business is, what it does and the products/services it provides. It should also explain what makes your business different and what your objectives are.

## YOUR MARKET AND COMPETITION

This section shows that you have undertaken research into your chosen market, that you understand who your customers are and what they want. It also shows you have identified who your competitors are, and that you can demonstrate how your products/services will be more popular with your customers over your competitors.

## SALES AND MARKETING

This section shows how you will sell your product/services to your customers, how you will advertise to them and attract new customers to your business.

## MANAGEMENT

This section provides details of your background and the skills and expertise you have to run a business. It will also detail any key management personnel you will have within your business to show that you have the right team to make your business a success.

## OPERATIONS

This section will detail the everyday aspects of running a business; highlighting that you are aware of them and have them covered.

## FiNANCiAL FORECAST

This section provides full details on how you expect your business to perform financially. You should include further information in the **Appendices** to support this section, such as a breakdown of income and expenditure, sales forecast, etc. Back up any details with evidence that supports your claims, such as quotes, invoices and historical data if you are already trading.

Include **cashflow forecast** and **personal survival budget** templates.



## FINANCING

This section provides full details into how you plan on financing your business. You should include further information in the **Appendices** to support this section, such detailed breakdown of costs etc.

## APPENDICES

Don't forget to include any Appendices to back up your business.