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**Contents Page**

There are eight sections to this business plan

1. Executive Summary
2. General Company Description
3. The Opportunity
4. The Marketing Plan
5. Sales Plan
6. Financial Plan
7. Operations
8. Personnel
9. Appendices

**EXECUTIVE SUMMARY PAGE**

*This section will be written last. It explains the fundamentals of the proposed business. The executive summary should feature the main points from the plan, including an outline of the products and services, the business's unique points, who the customers will be, how the product will be sold and how much money will be made. Make it enthusiastic, professional, complete, and concise. It should be no more than 2 pages in length*

**GENERAL COMPANY DESCRIPTION**

**2.1 The Business**

* 1. **Description of the product or service offering**
  2. **Business Objectives**
  3. **Legal Form of Ownership**
  4. **Legal Requirements**

**THE OPPORTUNITY**

*In this section, you are looking at WHY this business is being created (i.e. justify the trading status of the business/show the need for your business)*

*Remember to show evidence of market research*

*h*

* 1. **Opportunity**
  2. **Trends**

*What are the trends or changes happening in the market place that is relevant to your business idea? How will you take advantage of them?*

* 1. **Description of the product or service offering**

**Home**

**Pay Schedule**

* 1. **Business Environment/Industry Overview**

*What are the key external factors that could influence your business over the next 12 months*

Political

Economic

Social

Technological

Environmental

Legal

**3.5 Company Strengths**

*What are the key SWOT aspects that will influence your business over the next 12 months*

Strengths

*What are the company* ***strengths*** *and core competencies?*

Weaknesses

Opportunities

Threats

**MARKETING PLAN**

**VISION AND MISSION**

* + 1. **Vision Statement**

*What* ***vision*** *do you have for your business in the long-term (3-5 years)? A Vision Statement would ideally be captured in one – two sentences.*

* + 1. **Mission Statement**

*This is a statement of how you plan to achieve your vision in the short-term.*

* + 1. **Why business will succeed?**

*What are the key reasons/attributes for this business succeeding*

**CUSTOMER**

*Remember to show evidence of market research*

*h*

**4.2.1 Total Potential Customers / Target Market**

*Summarise the total size of market, potential range of customers/market segments*

**4.2.2 Target Niche**

*Highlight the key customers you are going to target with your marketing activity and outline why you have chosen these as your niche customers.*

**4.2.3 Customer Profile**

*Highlight some key insights about your target customer(s) that you have found from your research.*

**PRODUCT OR SERVICE OFFERING**

*Remember to show evidence of market research*

*h*

* + 1. **Offering Overview**

*Give more detail on your product offering including both functional aspects and the benefits for the consumers. Highlight what needs/wants your product is satisfying for your customer.*

**4.3.2 Unique Selling Point / Discriminator**

*What makes your product different than what is out in the market currently*

**4.3.3 Buyer Behaviour**

*Showcase your understanding of how and when your customer will buy your type of product or service? E.g. If you're a retailer, will you be affected by traditional busy periods like pre-Christmas? Or do you expect to have some days of the week that are busier than others? What is your customer journey?*

**PLACE**

* + 1. **Choice of Place**

*Where do you plan to sell your product or service? What are your methods of distribution?*

* + 1. **Impact on Customer**

*How does this decision affect your customer? (E.g. where do they prefer to buy? Do your customers like going into a shop, or do they prefer the convenience of the Internet? Would they use your service if it were offered in their own home?)*

**COMPETITORS**

*Remember to show evidence of market research*

*h*

**4.5.1 Identify Key Competitors**

*Summarise your competitors – who they are and what they're selling*

**4.5.2 Competitor Analysis**

*Knowledge of the strengths and weaknesses of your competitors in terms of product, price, place and promotion.*

Product:

Price:

Place:

Promotion:

People:

Process:

**PRICE**

* + 1. **Price**

*Describe your pricing strategy****.*** *Describe how you have made allowances for change, such as rising costs, competitors lowering their prices or customers' attitudes shifting?*

*Remember to show evidence of market research*

*h*

**PROMOTION**

**4.7.1 Key Messages**

**4.7.2 Brand Image**

*What image do you want to portray to your consumer?*

**4.7.3 Marketing Channels and Tools**

*How will you get the word out to customers?*

**4.7.4 Calendar of Marketing and Sales Activities**

*Make a list of all the activities that you will do to generate get customers?*

**4.7.5 Marketing Budget**

* + 1. **Evaluation Methods of Marketing Effectiveness**

*What will you do to review how effective your marketing has been?*

**SALES PLAN**

* 1. **Sales Plan / Forecast**

Layout your sales forecast i.e. how much do you think you will sell? Lay it out month by month for the first year?

* 1. **Customer Service**

*Outline how you plan to ensure you have excellent customer service in your business*

* 1. **Quality Control**

*Outline how you plan to ensure you ensure quality in the provision of your product or service to your customer*

**FINANCIAL PLAN**

*Now that you have shown that there is a significant DEMAND it is time to show how you will make PROFITS from that demand.*

**6.1 Cash Flow/Financial Statement and Budget**

*A separate document will be provided to you.*

**6.2 Funding**

*Identify any relevant sources of finance required to fund your business*

**6.3 Importance of Financial Information**

*What is the role of financial plan in a realistic business plan?*

**OPERATIONS**

* 1. **Operations Details**

*Here you explain the daily operation of the business (what processes are involved). There is some key information that you need to include:*

* *Identify the equipment, tools and materials required to operate your business*
* *Outline any technical requirements*
* *Evaluate the supplier choice*
* *Outline the credit policies*

**PERSONNEL/MANAGEMENT**

**8.1 Overview**

*Explain who will manage the day to day running of the business*

**8.2 Staff and Advisors**

*Here you explain the daily operation of the business (what processes are involved). There is some key information that you need to include:*

* *What skills or experience is needed in the business*
* *Outline the roles and responsibilities of personnel*
* *Who will advise and support the business. List the following if you have them (board of directors/advisors, solicitor, accountants, insurance agent, banker, mentors or key advisors)*
  1. **Legislation and Professional Bodies**

*Outline sources of business start-up information and support available to entrepreneurs****.*** *Outline how you will establish a working relationship with professional bodies using primary research*

**APPENDICES**

Finally, include anything that you feel is relevant but that didn’t fit elsewhere in the plan. For example:

· Brand Fuel

· Brochures and advertising materials

· Industry studies

· Blueprints and plans of location/venue

· Maps and photos of location

· Magazine or other relevant articles

· Letters of support from future customers

· Any other materials needed to support the assumptions in this plan

· Market research studies