**(Your company name)**

Business Plan



(Your company logo)

**[ONCE FINISHED REMOVE ALL TEXT BELOW IN BRACKETS]**

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### 1. Executive summary

*[This should be a summary of the key points of the document. We suggest that you keep this to less than 250 words or 1-2 small paragraphs. You should write this section last after you have completed the other sections.* *Don't feature information here that is not covered in the body of the proposal]*.

### 2. Company description

*[This is an overview or summary of your business. It often briefly describes an organization's history, location, mission statement, management personnel and, when appropriate, legal structure.]*

**Company name**: ………………………………………………………………………………………………………………………………………………….

**Company address**: ………………………………………………………………………………………………………………………………………………….

**Company phone number**: ………………………………………………………………………………………………………………………………………………….

**Company URL**: ………………………………………………………………………………………………………………………………………………….

**Ownership structure**: ………………………………………………………………………………………………………………………………………………….

**Legal status**: ………………………………………………………………………………………………………………………………………………….

**Management team**: ………………………………………………………………………………………………………………………………………………….

**Company mission statement**: ………………………………………………………………………………………………………………………………………………….

**Company vision statement**: ………………………………………………………………………………………………………………………………………………….

**The company will**: *[briefly describe what your company will do, what services it will provide and your target market]* ………………………………………………………………………………………………………………………………………………….

**Goals and objectives**: ………………………………………………………………………………………………………………………………………………….

### 3. Market analysis

*[Include research you have conducted that reveals quantitative data such as the actual size of the market you want to serve, prices consumers are willing to pay, revenue projections, and qualitative data such as consumers' values, desires, and buying motives.]*

SWOT table

[*Use the SWOT (strengths, weaknesses, opportunities, threats) table to analyze your effectiveness in the market.]*

|  |  |
| --- | --- |
| **Strengths (internal)** | **Weaknesses (internal)** |
| 1.  2.  3.  4. | 1.  2.  3.  4. |
| **Opportunities (external)** | **Threats (external)** |
| 1.  2.  3.  4. | 1.  2.  3.  4. |

### 4. Customer analysis

*[The goal of this section is to understand how customers behave and what their preferences are (wants, needs, pain points and objectives). It involves gathering and studying demographics, buying patterns, product usage history, spending habits, loyalty metrics, and more.]*

Customer profile 1

**Age**: ………………………………………………………………………………………………………………………………………………….

**Gender**: ………………………………………………………………………………………………………………………………………………….

**Income**: ………………………………………………………………………………………………………………………………………………….

**Location**: ………………………………………………………………………………………………………………………………………………….

**Service they need**: ………………………………………………………………………………………………………………………………………………….

Customer profile 2

**Age**: ………………………………………………………………………………………………………………………………………………….

**Gender**: ………………………………………………………………………………………………………………………………………………….

**Income**: ………………………………………………………………………………………………………………………………………………….

**Location**: ………………………………………………………………………………………………………………………………………………….

**Service they need**: ………………………………………………………………………………………………………………………………………………….

### 5. Competitor analysis

*[List your main competitors, their strengths, and weaknesses and how you differ from them.]*

Competitor 1

|  |  |
| --- | --- |
| **Competitor name:** | **Size (Revenue):** |
| **Size (Users):** | **Competitive advantage:** |
| **Rating in the market (out of 5):** | **Additional information:** |

Porter’s Five Forces

*[Use this template to analyze your competitors and develop your strategy.]*

**Buyer Power**

*[How many buyers do you have? How easily can they switch suppliers, and could they drive your prices down?]*

**Supplier power**

*[How many suppliers do you use? How big are they and how easily can they drive up prices?]*

**Existing rivalry**

*[The number of competitors in your market and their market share. What sets your business apart from these competitors (Your USP)? What is the loyalty of their existing customers and how much would it cost them to switch to your service?]*

**Threat of substitution**

*Is there a potential substitution that your customers could switch to?*

**Threat of new entrants**

*How will you protect your business against new competitors entering your market?*

### 6. Marketing plan

*[Discuss how you are planning to reach your customers and what your budget for marketing will be. List your unique selling points of your product/service and include your pricing strategy.]*

Marketing spend

|  |  |  |
| --- | --- | --- |
| **Marketing method** | **Marketing supplier** | **Cost (£)** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| **Total (£)** |  |  |

Product pricing

|  |  |  |
| --- | --- | --- |
| **Product** | **Sales price (£)** | **Profit (£)** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

Product USP

*[What makes your product or service stand out?]*

|  |  |
| --- | --- |
| **Product** | **USP (Unique selling point)** |
|  |  |
|  |  |
|  |  |

### 7. Operations plan

*[Describe how your business will run day to day.]*

**Operating location**: …………………………………………………………………………………………………………………………………………………………..

**Equipment and facilities**: ………………………………………………………………………………………………………………………………………………...............

**Staff required**: ………………………………………………………………………………………………………………………………………………………....

**Suppliers and supply chain**: …………………………………………………………………………………………………………………………………………......................

**Legal and regulatory requirements**: …………………………………………………………………………………………………………………………............................................

**Insurance requirements**: …………………………………………………………………………………………………………………………………………………...........

**Key milestones**: ………………………………………………………………………………………………………………………………………………………....

Supplier table

|  |  |  |
| --- | --- | --- |
| **Supplier name** | **Item(s) supplied** | **Cost (£ per month)** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| **Total (£)** |  |  |

### 8. Management structure

*[List the members of your managerial team and their responsibilities and experience. You should also include plans for future hires.]*

Manager 1

**Name**: …………………………………………………………………………………………………………………………………………………...........

**Position**: …………………………………………………………………………………………………………………………………………………...........

**Responsibilities**: …………………………………………………………………………………………………………………………………………………...........

**Experience**: …………………………………………………………………………………………………………………………………………………...........

**Salary**: …………………………………………………………………………………………………………………………………………………...........

Manager 2

**Name**: …………………………………………………………………………………………………………………………………………………...........

**Position**: …………………………………………………………………………………………………………………………………………………...........

**Responsibilities**: …………………………………………………………………………………………………………………………………………………...........

**Experience**: …………………………………………………………………………………………………………………………………………………...........

**Salary**: …………………………………………………………………………………………………………………………………………………...........

Organizational charts

*[Use this organizational chart to lay out the management structure of your company. The is only a rough guide, add and remove sections as per your business needs and structure.]*

**Business Owner**

***Name***

**Head of finance**

***Name***

**Head of sales & marketing**

***Name***

**Head of product development**

***Name***

**Head of operations**

***Name***

**Team member name**

***Job title***

**Team member name**

***Job title***

**Team member name**

***Job title***

**Team member name**

***Job title***

**Team member name**

***Job title***

**Team member name**

***Job title***

**Team member name**

***Job title***

**Team member name**

***Job title***

### 9. Financial plan

*[Include your financial projections and any funding requests.]*

**Sales forecast**: …………………………………………………………………………………………………………………………………………………...........

**Expenses budget**: …………………………………………………………………………………………………………………………………………………...........

**Cashflow statement**: …………………………………………………………………………………………………………………………………………………...........

**Income projections**: …………………………………………………………………………………………………………………………………………………...........

**Financial goals**: …………………………………………………………………………………………………………………………………………………...........

**Funding requirements**: …………………………………………………………………………………………………………………………………………………...........

**Spending plans**: …………………………………………………………………………………………………………………………………………………...........

*[Below are some example tables you can use to demonstrate your business’ financial forecasts.]*

Business expenses

*[What do you need to spend each month to keep your business afloat? Add or remove costs as per your business needs.]*

|  |  |
| --- | --- |
| **Business expenses** | **Cost per month (£)** |
| *Equipment* |  |
| *Stock* |  |
| *Wages* |  |
| *Insurance* |  |
| *Rent* |  |
| *Legal* |  |
| *Other* |  |
| **Total** |  |

Income table

*[Use this table to show different areas of income for the year.]*

|  |  |
| --- | --- |
| **Income** | **Total (£)** |
| *Sales* |  |
| *Funding* |  |
| *Loans* |  |
| *Other* |  |
| ***Total*** |  |

Sales forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| *Sales forecast (£)* |  |  |  |  |  |  |  |  |  |  |  |  |
| *Costs forecast (£)* |  |  |  |  |  |  |  |  |  |  |  |  |