

Getting started

Whose plan is this?

Business and owner details:

Business name:

Owner(s) name:

Business address and postcode:

Business telephone number:

Business email address:

Home address and postcode (if different from above):

Home telephone number (if different from above):

Home email address (if different from above):

Section one

Executive summary

1.1 Business summary:

1.2 Business aims:

1.3 Financial summary:

Elevator Pitch

1.4 Your business name:

1.5 Strapline:

1.6 Elevator pitch:

Section two

Owner's background

2.1 Why do you want to run your own business?

2.2 Previous work experience:

2.3 Qualifications and education:

2.4 Training:

Details of future training courses you want to complete:

2.5 Hobbies and interests:

2.7 Additional information:

Section three

Products and services

3.1 What are you going to sell?

- ☐ a product
- ☐ a service
- ☐ both

3.2 Describe the basic product/service you are going to sell:

3.3 Describe the different types of product/service you are going to be selling:

3.4 If you are not going to sell all your products/services at the start of your business, explain why not and when you will start selling them:

3.5 Additional information:

Section four

The market

4.1 Are your customers:

- ☐ individuals
- ☐ businesses
- ☐ both

4.2 Describe your typical customer:

4.3 Where are your customers based?

4.4 What prompts your customers to buy your product/service?

4.5 What factors help your customers choose which business to buy from?

4.6 Have you sold products/services to customers already?

- ☐ yes
- ☐ no

If you answered “yes”, give details:

4.7 Have you got customers waiting to buy your product/service?

- ☐ yes
- ☐ no

If you answered “yes”, give details:

4.8 Additional information:

Section five

Market research

5.1 Key findings from desk research:

5.2 Key findings from field research – customer questionnaires:

5.3 Key findings from field research – test trading:

5.4 Additional information:

Section six

Marketing strategy

<u>What are you going to do?</u>	<u>Why have you chosen this marketing method?</u>	<u>How much will it cost?</u>
<u>TOTAL COST</u>		

Section seven

Competitor analysis

7.1 Table of competitors

<u>Name, location and business size</u>	<u>Product/service</u>	<u>Price</u>	<u>Strengths</u>	<u>Weaknesses</u>

7.2 SWOT analysis :

<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

7.3 Unique Selling Point (USP):

<u>Unique Selling Point (USP)</u>

Section eight

Operations and logistics

8.1 Production:

8.2 Delivery to customers:

8.3 Payment methods and terms:

8.4 Suppliers:

<u>Name and location of supplier</u>	<u>Items required and prices</u>	<u>Payment arrangements</u>	<u>Reasons for choosing supplier</u>

8.5 Premises:

8.6 Equipment

		If being bought		
<u>Item required</u>	<u>Already owned?</u>	<u>New or second hand?</u>	<u>Purchased from</u>	<u>Price</u>

8.7 Transport:

8.8 Legal requirements:

8.9 Insurance requirements:

8.10 Management and staff:

8.11 Additional information:

Section nine

Costs and pricing strategy

	<u>Product/service name</u>	
<u>A</u>	<u>Number of units in calculation</u>	
<u>B</u>	<u>Product/service components</u>	<u>Components cost</u>
<u>C</u>	<u>Total product/service cost</u>	
<u>D</u>	<u>Cost per unit</u>	
<u>E</u>	<u>Price per unit</u>	
<u>F</u>	<u>Profit margin (£)</u>	
<u>G</u>	<u>Profit margin (%)</u>	
<u>H</u>	<u>Mark up (%)</u>	

Section ten

Financial forecasts

10.1 Sales and costs forecast

<u>Month</u>		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>Total</u>
<u>A</u>	<u>Month name</u>													
<u>Sales forecast</u>														
<u>B</u>	<u>Product/service</u>													
<u>C</u>	<u>Product/service</u>													
<u>Costs forecast</u>														
<u>D</u>	<u>Product/service</u>													
<u>E</u>	<u>Assumptions</u> <u>(e.g. Seasonal trends)</u>													

10.2 Personal survival budget

<u>Section</u>		<u>Monthly cost (£)</u>
<u>A</u>	<u>Mortgage/rent</u>	
Estimated costs		
	<u>Council tax</u>	
	<u>Gas, electricity and oil</u>	
	<u>Water rates</u>	
	<u>All personal and property insurances</u>	
	<u>Clothing</u>	
	<u>Food and housekeeping</u>	
	<u>Telephone</u>	
	<u>Hire charges (TV, DVD etc.)</u>	
	<u>Subscriptions (clubs, magazines etc.)</u>	
	<u>Entertainment (meals and drinks)</u>	
	<u>Car tax, insurance, service and maintenance</u>	
	<u>Children's expenditure and presents</u>	
	<u>Credit card, loan and other personal debt repayments</u>	
	<u>National Insurance</u>	
	<u>Other</u>	
<u>B</u>	<u>Total costs (£)</u>	
<u>C</u>	<u>Income from family/partner</u>	
Estimated income		
	<u>Part time job</u>	
	<u>Working tax credit</u>	
	<u>Child benefits</u>	
	<u>Other benefits</u>	
	<u>Other</u>	
<u>D</u>	<u>Total income (£)</u>	
<u>E</u>	<u>Total survival income required (£)</u>	

10.3 Cashflow forecast

[illegible]

10.4 Costs table

[illegible]

Section eleven

Back-up Plan

11.1 Short-term plan:

11.2 Long-term plan:

11.3 Plan B:

11.4 Plan B continued...: