

Business Plan

1. BUSINESS DETAILS

| | |
|---------------------------|--|
| Name of business owner(s) | |
| Name of business | |
| Business address | |
| Postcode: | |
| Telephone no: | |
| Home address: | |
| Postcode: | |
| Home telephone no: | |
| Date business commenced: | |
| Legal status: | |
| Principal activities: | |

2. BUSINESS OBJECTIVES

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|--|

3. KEY PERSONNEL

| | |
|--|--|
| Details of owner(s) (Please attach CV if applicable). | |
| Name/s | |
| Date of birth | |
| Position/main responsibilities | |
| Academic/professional qualifications | |
| Experience and knowledge of your industry | |

Previous employment of owner

| Employer | Position | Date |
|----------|----------|------|
| | | |
| | | |
| | | |

| | |
|---|---|
| Most recent salary/drawings (per year) | £ |
|---|---|

| |
|--|
| Business experience and any training undertaken |
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4. THE MARKETING PLAN

Our customers

| |
|---|
| Our business is/will be selling to: |
| |
| Number of customers we expect to win in each group and what they will spend: |
| |
| Trends in our chosen market |
| |
| How we know this |
| |

Our products or services

| Our product or service (or product/service group) | Proportion of sales | What are their features and benefits? | |
|---|---------------------|---------------------------------------|-----------------|
| | | <i>Features</i> | <i>Benefits</i> |
| | | | |

How we will prove the benefits to our customers

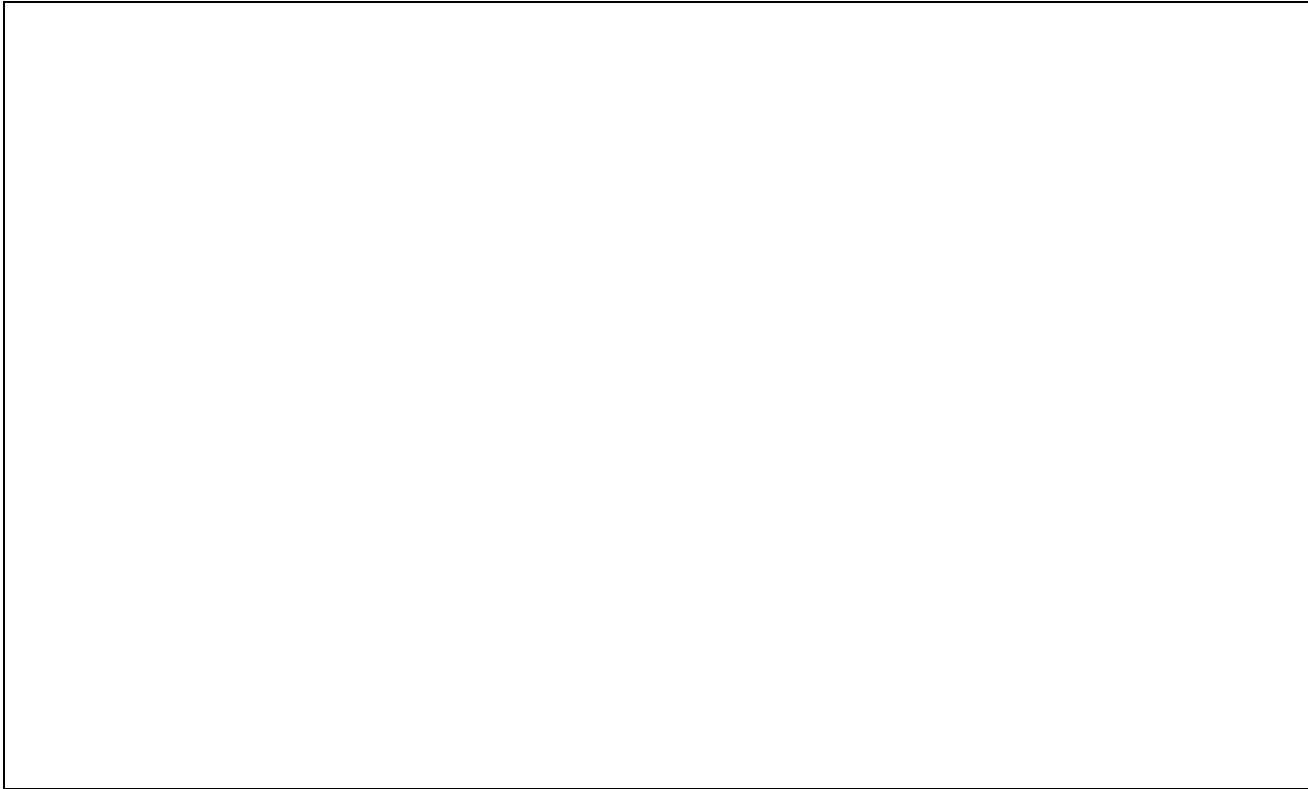
Any disadvantages or weaknesses with our products or services and our solution

| |
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| |
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Our competitors

| Our major competitors | How they compare to us and to each other | Their strengths and weaknesses | |
|-----------------------|--|--------------------------------|-------------------|
| | | <i>Strengths</i> | <i>Weaknesses</i> |
| | | | |

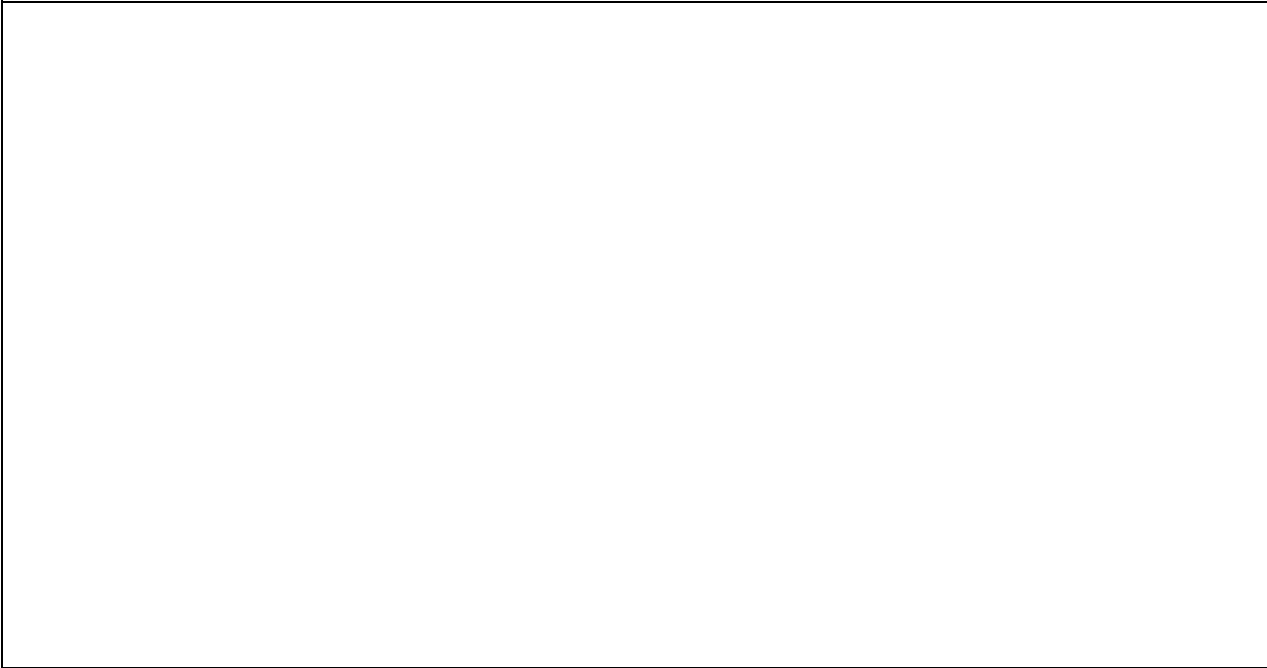
How our business idea is better than or different from our competitors'



Market research results and evidence



Our image/brand



Pricing

How we calculate our prices

| |
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How our prices compare with the competition

| Product / Service | Our price | Competitor price |
|-------------------|-----------|------------------|
| | £ | £ |
| | £ | £ |
| | £ | £ |
| | £ | £ |
| | £ | £ |
| | £ | £ |

Reasons for the differences between our prices and competitors' prices

| |
|--|
| |
|--|

Marketing objectives – sales by value (£s) or volume (00s)

Customer type:

| Product Group: | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------------|--------|--------|--------|--------|--------|
| <p>TOTAL</p> | | | | | |

Customer type:

| Product Group: | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|----------------|--------|--------|--------|--------|--------|
| | | | | | |

| | | | | |
|--------------|--|--|--|--|
| | | | | |
| TOTAL | | | | |

Tactical marketing plan

| Action | By when | By whom? | Expected result | Cost |
|--------|---------|----------|-----------------|------|
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |

| | | | | |
|--|--|--|--|---|
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |
| | | | | £ |

5 SALES

Total sales over of each of the next 3-5 years

| | Total expected sales | Notes |
|--------------------|----------------------|-------|
| Year 1 | £ | |
| Year 2 | £ | |
| Year 3 | £ | |
| Year 4 | £ | |
| Year 5 | £ | |
| TOTAL SALES | £ | |

Sales during the first year

| | | | | | |
|---------|---|---------|---|----------|---|
| Month 1 | £ | Month 5 | £ | Month 9 | £ |
| Month 2 | £ | Month 6 | £ | Month 10 | £ |
| Month 3 | £ | Month 7 | £ | Month 11 | £ |
| Month 4 | £ | Month 8 | £ | Month 12 | £ |

6 DISTRIBUTION

| Product/item to transport | How often | Special requirements | Cost |
|---------------------------|-----------|----------------------|------|
| | | | £ |

| | | | |
|--|--|--|---|
| | | | £ |
| | | | £ |
| | | | £ |
| | | | £ |
| | | | £ |

7 SUPPLIERS

Our key suppliers and their credit terms

| Supplier | Days' credit |
|----------|--------------|
| | |

| | |
|---|--|
| What we will buy from the suppliers shown above | |
| Alternative suppliers | |

We have checked out other suppliers Yes No

They meet your marketing requirements Yes No

8 RESOURCES

Things we need to buy or lease

| Resource | When | Cost | How funded |
|----------|------|------|------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
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| | | | |
| | | | |

9 INFORMATION TECHNOLOGY (IT)

| Hardware, software and training | Support | Cost |
|---------------------------------|---------|------|
| | | £ |
| | | £ |
| | | |
| | | |
| | | £ |
| | | £ |

10 PREMISES

| |
|--|
| Details and cost of premises, including future needs |
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| |
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| |
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11 STAFFING

| Role | Total cost (salary, NIC, etc.) | What experience do they need to have? | What specialist skills and or qualification do they need to have? |
|------|--------------------------------|---------------------------------------|---|
| | | | |
| | | | |
| | | | |

12 LEGAL REQUIREMENTS

| |
|---|
| Policies, licences, insurance, trade marks, copyrights and other protection |
| |

| |
|--------------------------------|
| Health and safety requirements |
|--------------------------------|

| |
|--------------------------------|
| Health and safety requirements |
| |

13 FINANCIAL INFORMATION *EXISTING BUSINESSES*

| | |
|---------------------------------|--|
| How long have you been trading? | |
|---------------------------------|--|

Financial information for the last three years

| Year | Sales | Gross profit | Margin | Net Profit | Margin |
|------|-------|--------------|--------|------------|--------|
| | £ | £ | % | £ | % |
| | £ | £ | % | £ | % |
| | £ | £ | % | £ | % |

Attach trading, profit and loss and balance sheet to the business plan where available.

Existing financial commitments:

| | |
|-----------------------------------|---|
| Overdraft | £ |
| Loan | £ |
| Hire purchase | £ |
| Leases | £ |
| Other financial commitments | £ |
| Total financial commitment | £ |

Give details of any borrowed monies repaid during the last three years.

14 FINANCIAL INFORMATION *START-UP BUSINESSES*

| | |
|---------------------------------|---|
| Our total start-up costs | £ |
| Our contribution to these costs | £ |

Financial projections (Your financial projections should to be calculated on an annual basis.)

Calculate your annual gross profit

| | | |
|---------------------------|---|---|
| Projected sales | | £ |
| Less direct costs | | |
| Purchases | £ | |
| Labour costs | £ | |
| Total direct Costs | | £ |

| | | |
|--------------|--|---|
| Gross Profit | | £ |
|--------------|--|---|

| | |
|---|--|
| Calculate your gross profit margin (Gross profit £ /Sales £) x 100 = % | |
|---|--|

Calculate your annual projected overheads

| | |
|-----------------------------|----------|
| Indirect costs | £ |
| Business salaries | £ |
| Drawings | £ |
| Rent | £ |
| Rates | £ |
| Light / heat | £ |
| Power | £ |
| Telephone | £ |
| Insurance | £ |
| Maintenance | £ |
| Advertising and promotion | £ |
| Other expenses | £ |
| Bank interest / HP / leases | £ |
| Total overheads | £ |

| | |
|---|--|
| Calculate the annual turnover required to break even (Overheads £ / Gross Profit margin %) x 100 = £ | |
| Calculate the monthly turnover to break-even (Break-even sales £ / 12 months = £) | |

Calculate your estimated profit

| | |
|------------------------|-----------------------------|
| Projected annual sales | £ |
| Less break-even sales | £ |
| | £ x % (Gross profit margin) |
| = Profit | £ |

15 FINANCIAL REQUIREMENTS

| | |
|---|---|
| Total borrowing requirements | £ |
| Amount relating to capital expenditure (eg premises, machinery and equipment) | £ |

What assets are available as security?

| | |
|------------------------------|----------|
| Value of business assets | £ |
| Value of personal assets | £ |
| Total value of assets | £ |

Source of repayment

| | |
|--|----------|
| <p>Net profit generated by the business</p> | <p>£</p> |
| <p>Other sources (sales of assets, cash injections)</p> | <p>£</p> |

| | |
|--|--|
| <p>Key risk areas</p> | |
| <p>Contingency for key risk areas</p> | |

16 PERSONAL ASSET STATEMENT

Assets

Property

| | |
|-------------------------|---|
| Value of house | £ |
| Value of other property | £ |

Savings / Insurance

| | |
|--|---|
| Surrender value of insurance policies | £ |
| Cash deposits in banks or building societies | £ |
| Stocks and shares | £ |

Other Assets

| | |
|---|----------|
| Value of car(s) | £ |
| Other reliable assets (things you can sell to raise money - specify). | £ |
| Total Assets | £ |

Liabilities

| | |
|-----------------------------------|----------|
| Outstanding mortgage | £ |
| Regular payments | £ |
| Other outstanding loans (specify) | £ |
| | £ |
| Total Liabilities | £ |
| Estimated net assets | £ |

PERSONAL SURVIVAL BUDGET

(Calculated on an annual basis)

Estimated

expenditure

| | |
|---|----------|
| Mortgage and/or rent | £ |
| Council tax | £ |
| Water rates | £ |
| Utilities (gas, electricity, fuel etc) | £ |
| Personal and Property insurance | £ |
| General housekeeping expenses | £ |
| Telephone | £ |
| Car tax and insurance | £ |
| Car running expenses (fuel, repairs/maintenance) | £ |
| HP repayments | £ |
| Hire charges (TV, video, etc) | £ |
| Subscriptions to journals, professional bodies etc. | £ |
| Savings plans | £ |
| Contingencies | £ |
| Tax | £ |
| National Insurance | £ |
| Other (specify) | £ |
| Other (specify) | £ |
| Total Expenditure | £ |

Estimated

Income

| | |
|-------------------------------------|----------|
| Income from family, partner (total) | £ |
| Other income (please state source) | £ |
| | £ |
| Total Income | £ |
| | |
| Total Survival Income | £ |

If your estimated income is more than your estimated expenditure, you should decide how much you can invest in the business.

| | |
|-----------------------|----------|
| Current Income | £ |
|-----------------------|----------|