

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)	£
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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

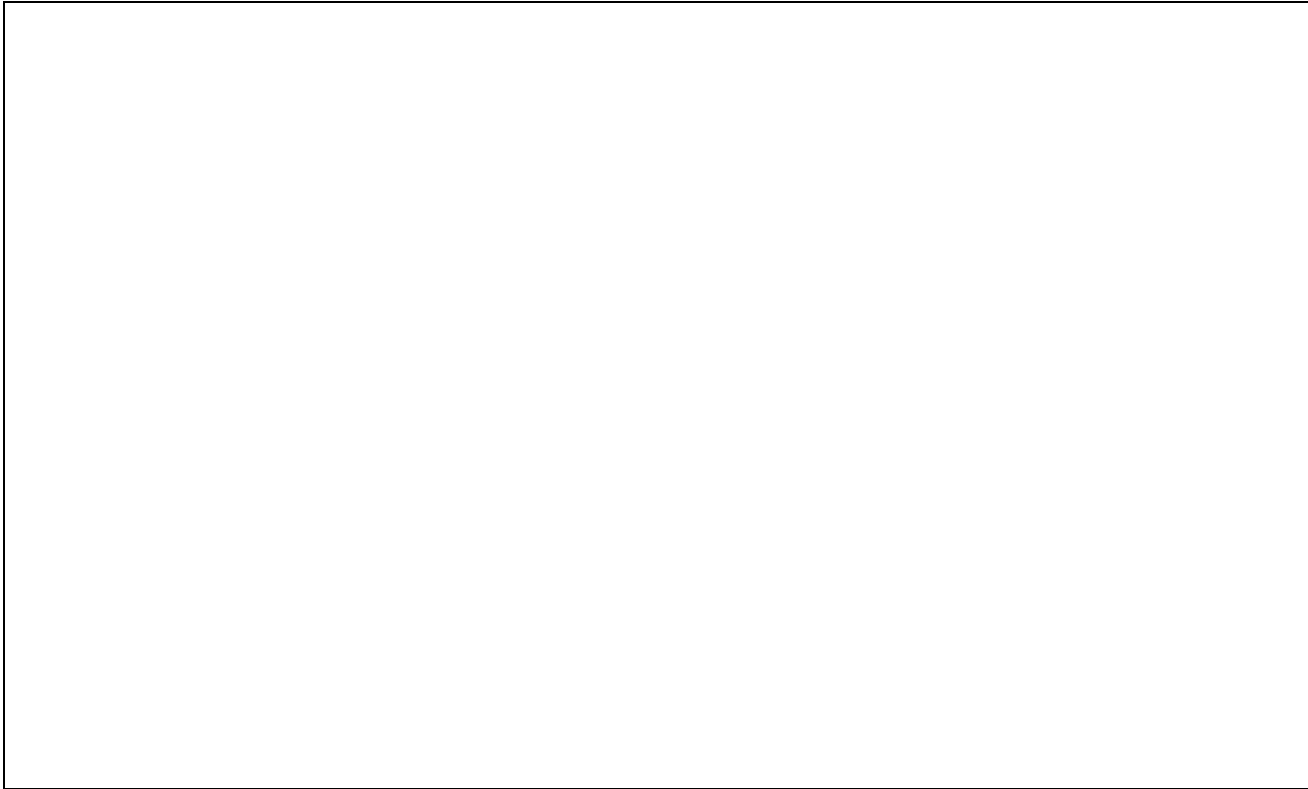
Any disadvantages or weaknesses with our products or services and our solution

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Our competitors

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

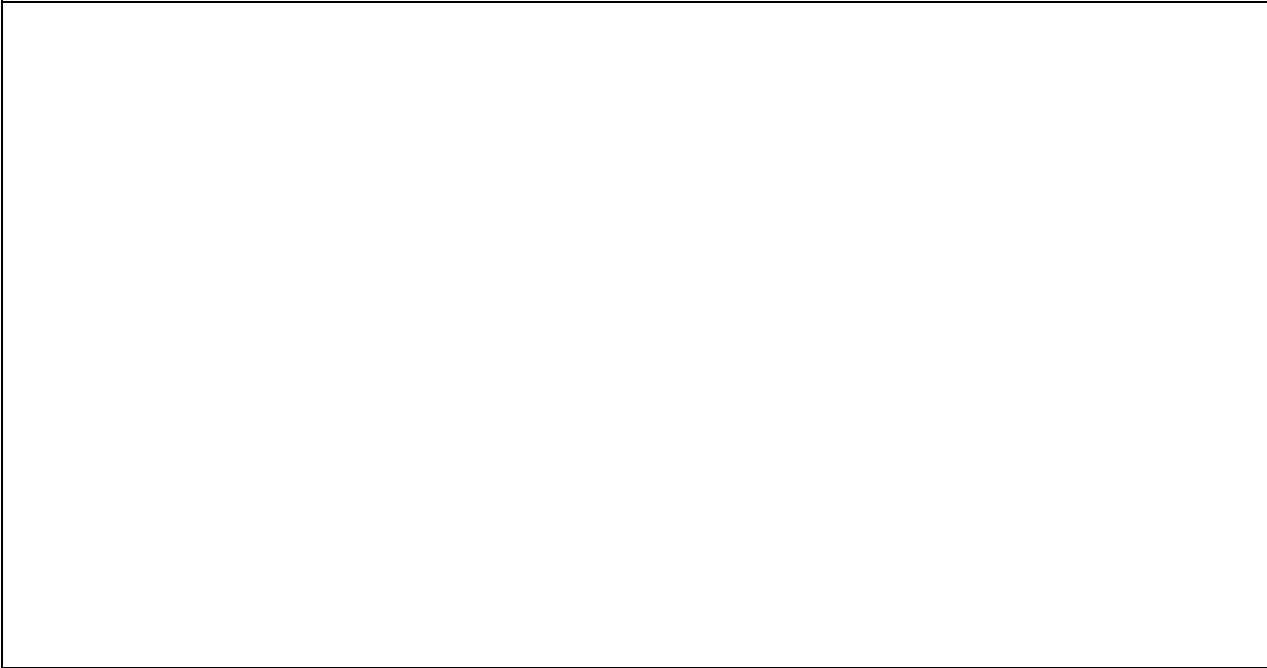
How our business idea is better than or different from our competitors'



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

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

Customer type:

Product Group:	Year 1	Year 2	Year 3	Year 4	Year 5
TOTAL					

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

9 INFORMATION TECHNOLOGY (IT)

Hardware, software and training	Support	Cost
		£
		£
		£
		£

10 PREMISES

Details and cost of premises, including future needs
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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?	
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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		£
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Calculate your gross profit margin (Gross profit £ /Sales £) x 100 = %	
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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 <i>(specify)</i>	£
Other <i>(specify)</i>	£
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	£
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