

Business Plan

Insert your logo (if applicable)

Insert name

Insert business name

Insert DD/MM/YY

Insert your business URL (if applicable)

Contents:

1. Your business and objectives
2. Your skills and experience
3. Your target customers
4. Your market and competition
5. Your marketing and sales plans
6. Your operational plans

1. Your business and objectives

Briefly describe your business, outlining the different courses, products, or items that you offer:

Objectives:

Short term (current year):

-
-

Medium term (next 1 – 2 years):

-
-

Long term (3 years and beyond):

-
-

What is your dream?:

Perhaps the most important part of the plan is to know exactly where you want to be. What will motivate you beyond anything else? Allow yourself to dream and remove limiting beliefs and free yourself of the here and now.

2. Your skills and experience

Outline any previous experience, employment or other work that you have done that is relevant to your business:

Outline any education or training you have had that is relevant to your business:

Outline any transferable skills, talents or traits you have that are relevant to your business:

Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:

3. Your target customers

Demographic details:

Delete any answers not applicable to you and provide some description as relevant.

| Age: | Gender: | Income: | Types: | Target regions: |
|---|---|---|---|---|
| <ul style="list-style-type: none">• 0 - 5 yrs• 6 - 12yrs• 13 - 17yrs• 18 - 30yrs• 31 - 50yrs• 51yrs +• All ages | <ul style="list-style-type: none">• Males• Females• All genders | <ul style="list-style-type: none">• £0 - £25,000• £26,000 - £99,000• £100,000 + | <ul style="list-style-type: none">• Individuals• Businesses• Families• Other | <ul style="list-style-type: none">• Local?• County?• National?• International? |

How many potential customers do you estimate are in your target regions for this financial year?

Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:

What customer need or problem does your product(s) and/or service(s) address?

Explain your approach to pricing your product(s) and/or service(s):

4. Your market and competition

What research have you conducted to understand your market, including your industry, regions, customers, competitors?

Delete any answers not applicable to you and provide some description as relevant.

- Surveys & questionnaires
- Focus groups
- Interviews
- Desk or online research
- Market testing
- Trade fairs or exhibitions
- Met with suppliers
- Personal experience
- Social media research
- Mystery shopping competitors
- Family and friends
- Other

Competitor 1:

Name, location, website:

Average prices:

Strengths:

-
-

Weaknesses:

-
-

Competitor 2:

Name, location, website:

Average prices:

Strengths:

-
-

Weaknesses:

-
-

Your business:

What sets your business apart from your competitors?

Your strengths:

-
-

Your weaknesses:

-
-

Current or future opportunities:

-
-

Current or future threats:

-
-

5. Your sales and marketing plans

How do you or will you promote your business?

Delete any answers not applicable to you and provide some description as relevant.

- Website (information only)
- Website (for e-commerce)
- Advertising (online)
- Advertising (print, radio, TV)
- Search engine marketing
- Social media
- Retail outlets
- Telesales
- Referrals
- Leaflets
- Events and exhibitions
- PR
- Other

Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:

1.

2.

3.

6. Your operational plans

Please provide details of two key suppliers or key relationships that are or will be important to running your business: *Detail as relevant in the boxes provided below.*

Supplier / Relationship 1:

| | |
|--------------------------|--|
| Organisation: | Relationship status: <i>Delete any answers not applicable to you.</i> |
| | <ul style="list-style-type: none"> • No contract/commitment • Contact under negotiation • Project-based arrangement • Contract or retainer in place • Other |
| Service provided: | Key terms of the relationship: |
| | |

Supplier / Relationship 2:

| | |
|--------------------------|--|
| Organisation: | Relationship status: <i>Delete any answers not applicable to you.</i> |
| | <ul style="list-style-type: none"> • No contract/commitment • Contact under negotiation • Project-based arrangement • Contract or retainer in place • Other |
| Service provided: | Key terms of the relationship: |
| | |

Other operational considerations:

Do you currently employ staff?

Delete any answers not applicable to you and provide some description as relevant.

- Yes (*proceed to question A below*)
- Not yet but I have plans to take on staff in the next 12-months (*proceed to question B*)
- No and I have no plans to take on staff in the next 12-months (*proceed to next section*)

A. How many staff do you currently employ?

Full time:

Part time:

Outline the key staff roles within your business (e.g. job title, responsibilities, key skills):

B. How many staff do you intend to take on in the next 12-months?

Full time:

Part time:

Describe the key responsibilities and skills you anticipate giving to these new staff:

Where does or will your business operate from?

Delete any answers not applicable to you and provide some description as relevant.

- Home business
- Office
- Retail unit
- Manufacturing unit
- Mobile business (vehicle)
- Work-hub
- Other

What laws or regulations have you considered for your business and/or industry?

What insurance do you currently have in place or do you intend to put in place for your business?