[Business Plan Template]

**(Your company name)**

Business Plan



[Your company logo]

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### 1. Executive summary

*[Write a brief summary of your business. We suggest you keep this to less than two pages. You may also find it helpful to write this section last.]*

### 2. Company description

*[Provide a description of your company, its aims, and objectives.]*

**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 market size and trends. Use surveys, mystery shoppers or interviews that you have conducted.*

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

**SWOT table**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| 1.  2.  3.  4. | 1.  2.  3.  4. |
| **Opportunities** | **Threats** |
| 1.  2.  3.  4. | 1.  2.  3.  4. |

### 4. Customer analysis

*[Create a profile of your ideal customer/buyer/user. Who are they, how old are they, what is their income, what problem are you trying to solve?]*

**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.]*

**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? 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

*[Detail how you will reach your customers and what your marketing budget will be. List the key 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

*[Detail 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 responsibilities and experience of your management team. 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 chart to lay out the management structure of your company. The below is only a rough guide, feel free to add and remove sections as per your business needs and structure.]*















### 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 (£)* |  |  |  |  |  |  |  |  |  |  |  |  |