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Business plan template

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Company name

Business Plan

Date


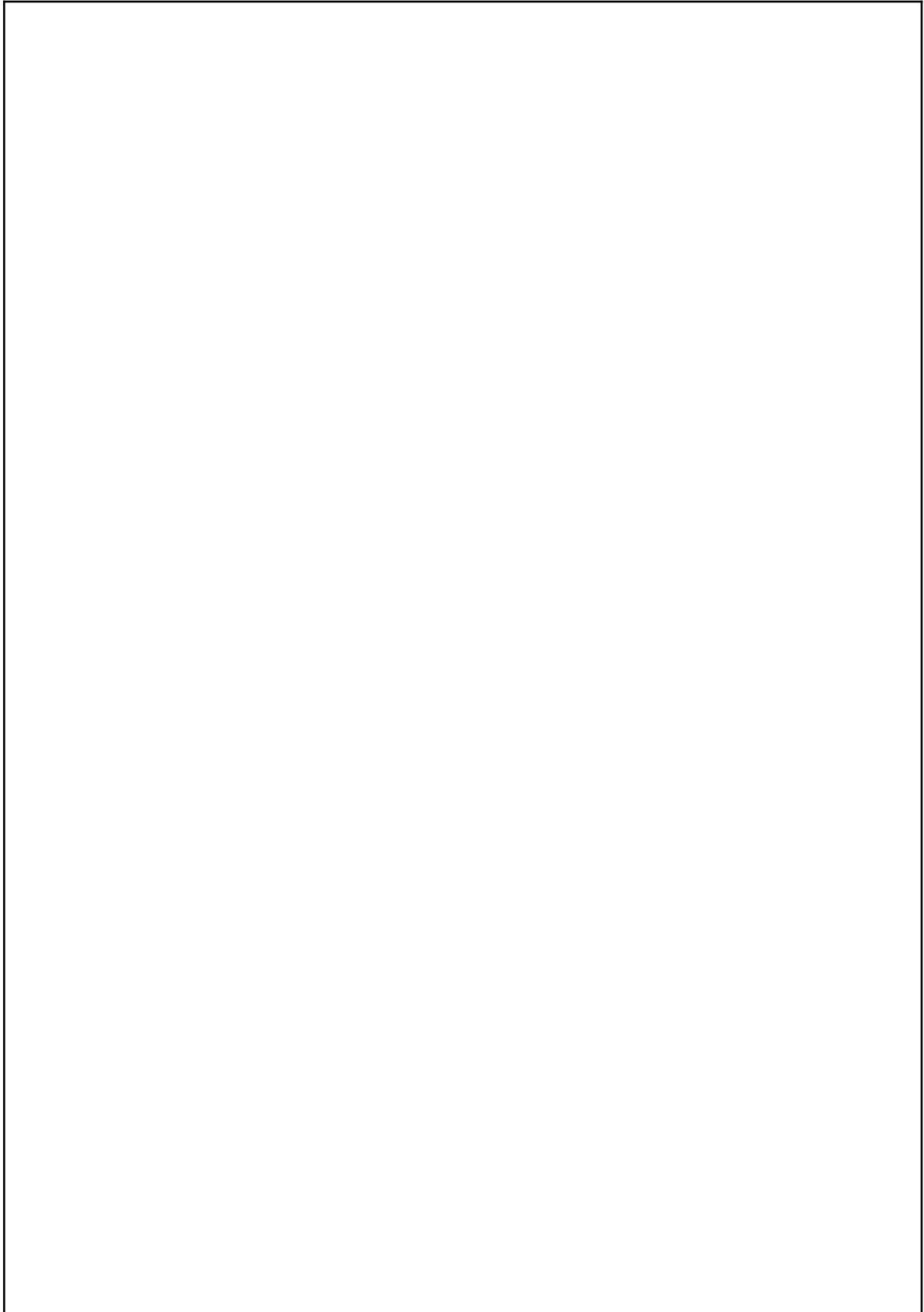


Image of you, your
product, or your
premises goes here

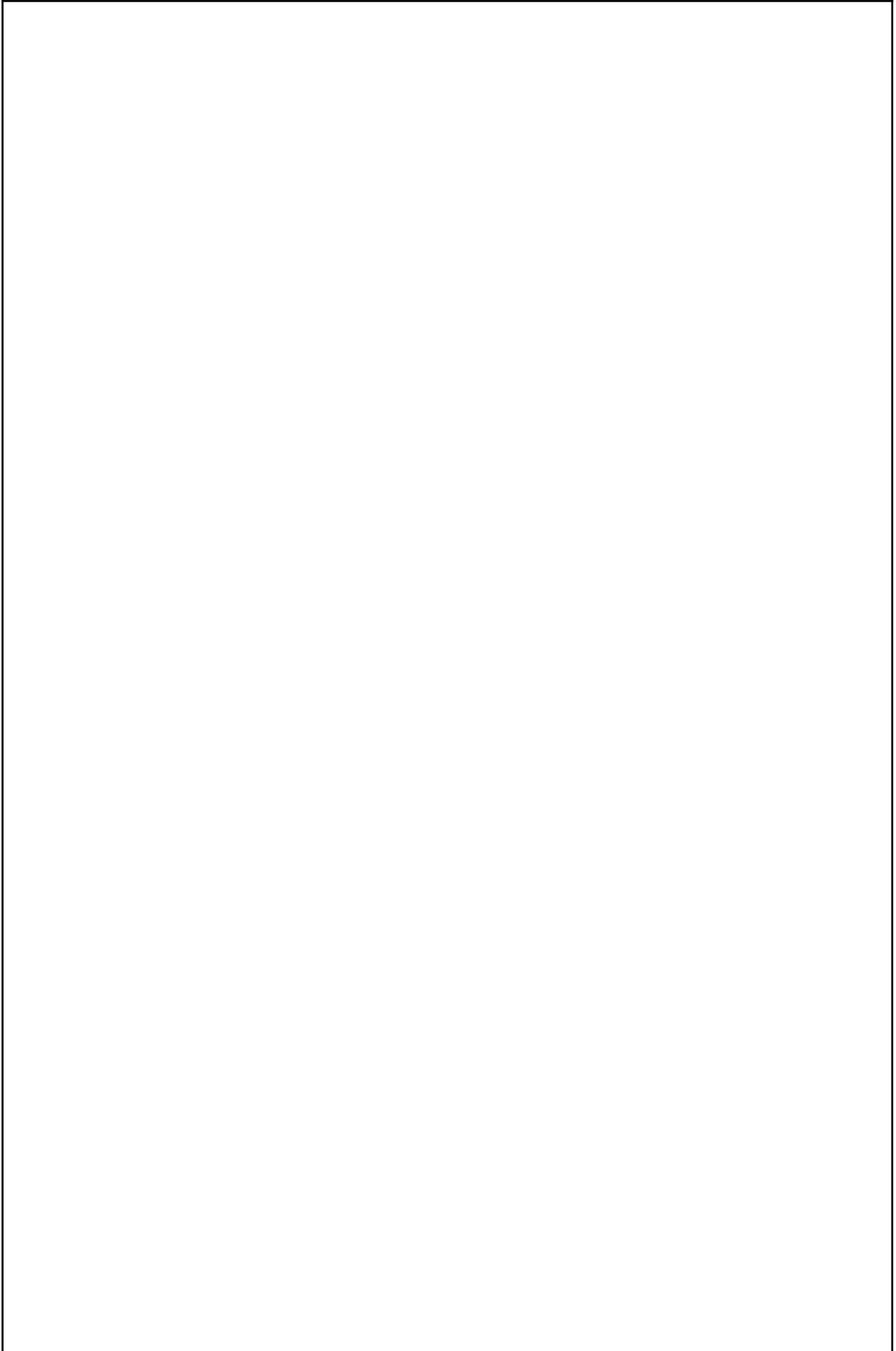
Owner name

Contact information

1. Executive summary

A large, empty rectangular box with a thin black border, intended for the user to write the executive summary of their startup. The box occupies most of the page below the section header.

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2. Personal summary

2.1 Owner details:

2.2 Mobile number:

2.3 Business email address:

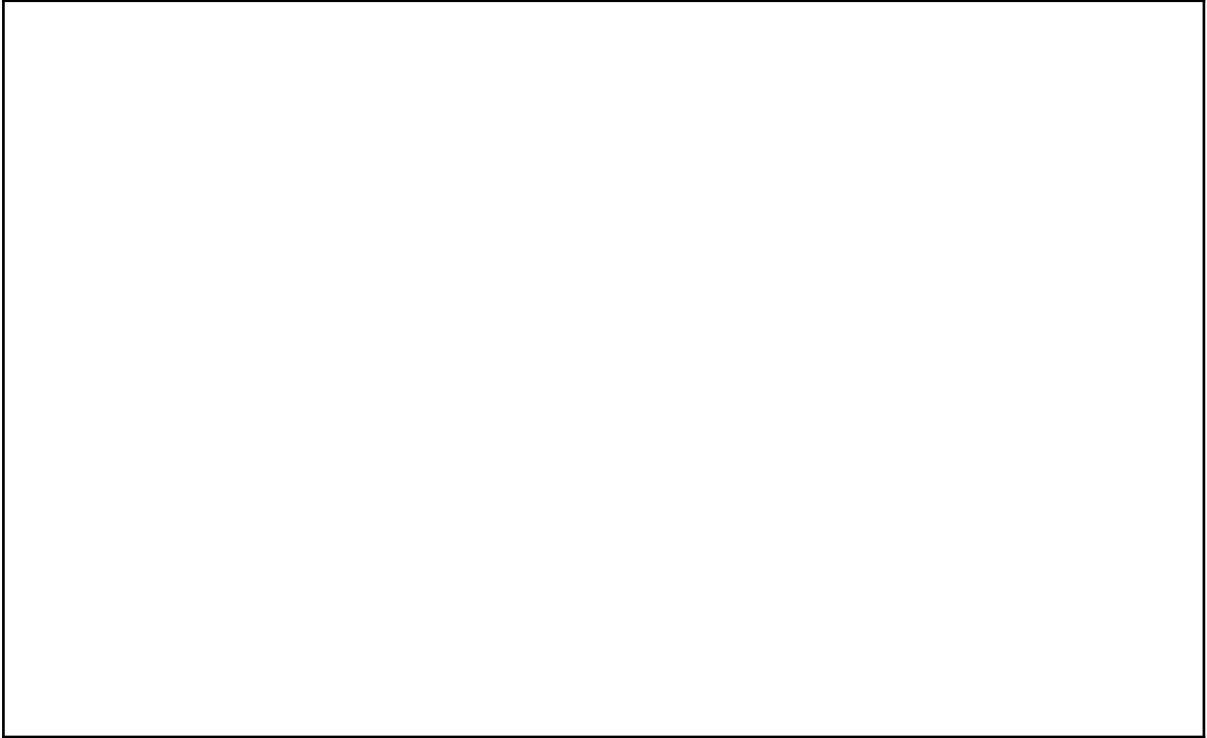
2.4 Business address and postcode:

2.5 Website or portfolio URL:

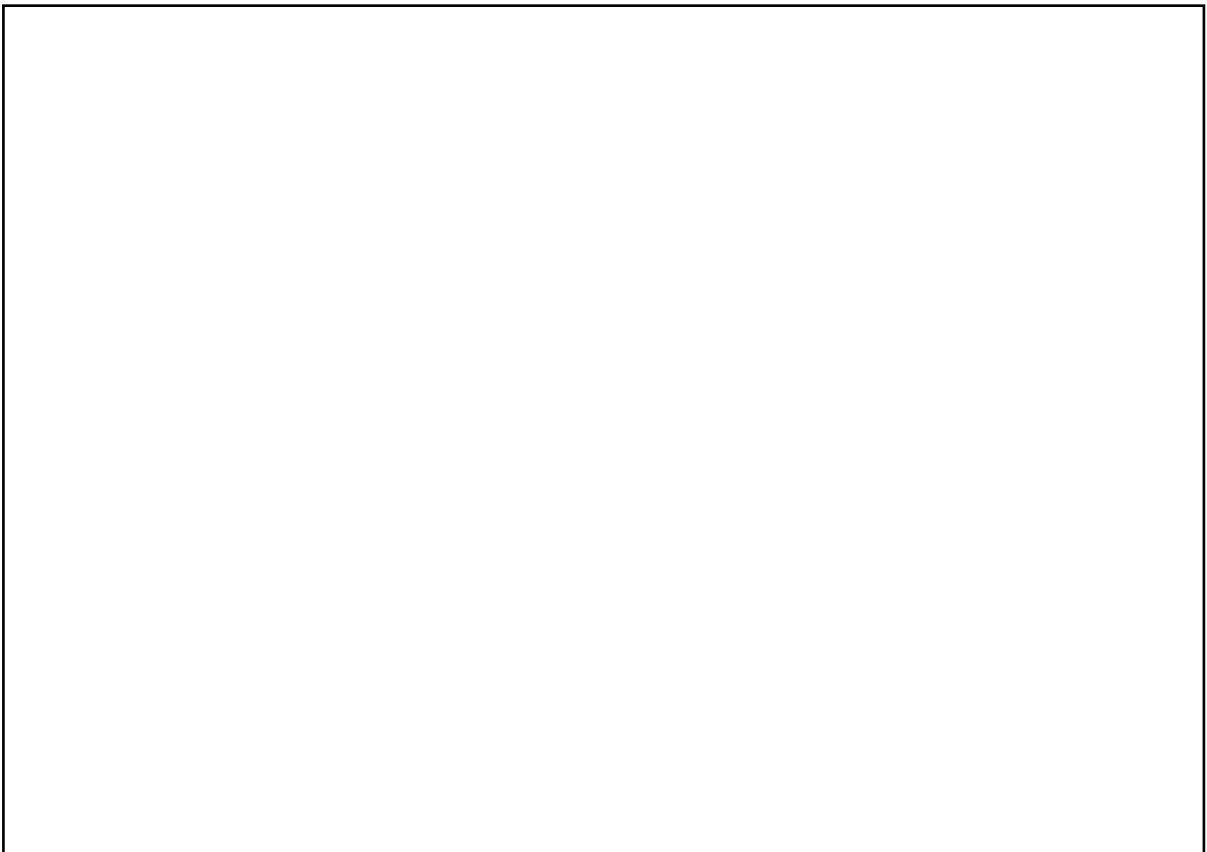
2.6 Social media profiles:

2.7 Why do you want to start a business?

2.8 Skills and qualifications

A large, empty rectangular box with a thin black border, intended for the applicant to list their skills and qualifications.

2.9: Career experience

A large, empty rectangular box with a thin black border, intended for the applicant to describe their career experience.

3. Business idea

3.1 Business name:

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3.3 Elevator pitch:

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3.4 Business objectives:

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3.5 SWOT analysis:


Strengths:	
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Weaknesses:	
Opportunities:	
Threats:	

4. Product/service review

4.1 Describe the product/service (or both) to sell straight away:

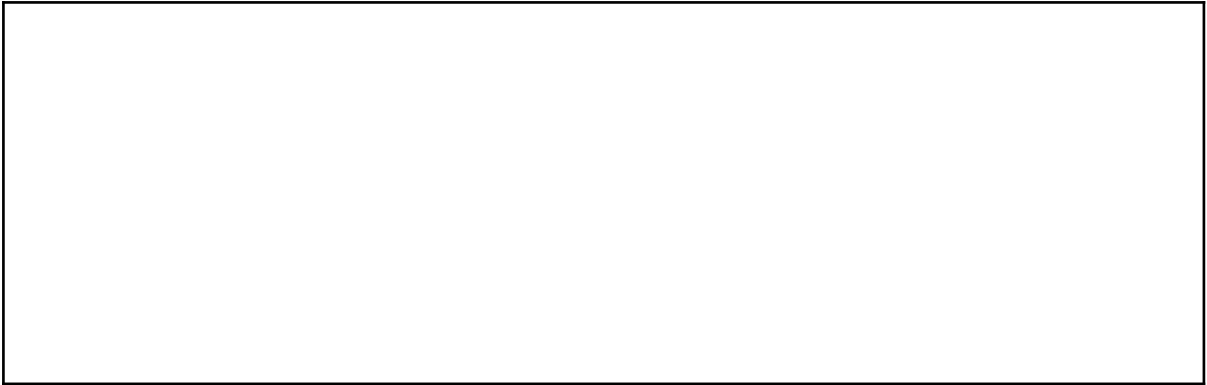


4.2 Describe the product/service (or both) to sell in future:

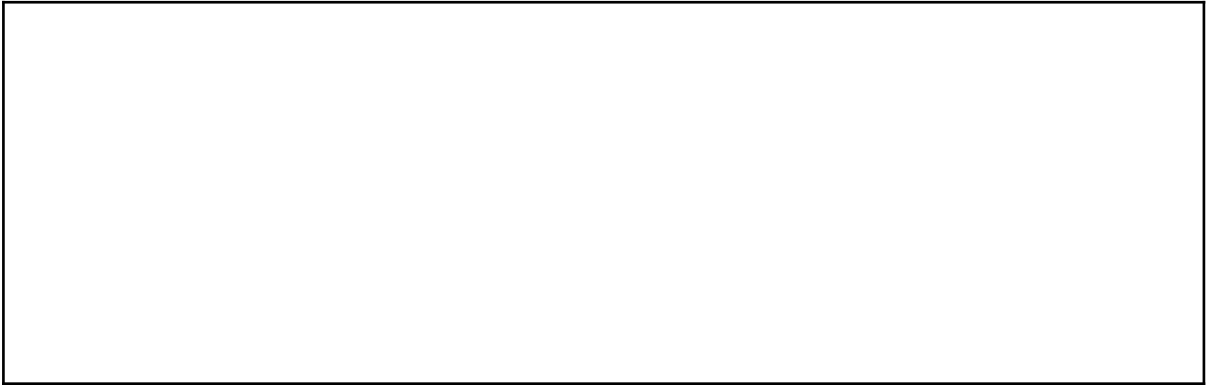


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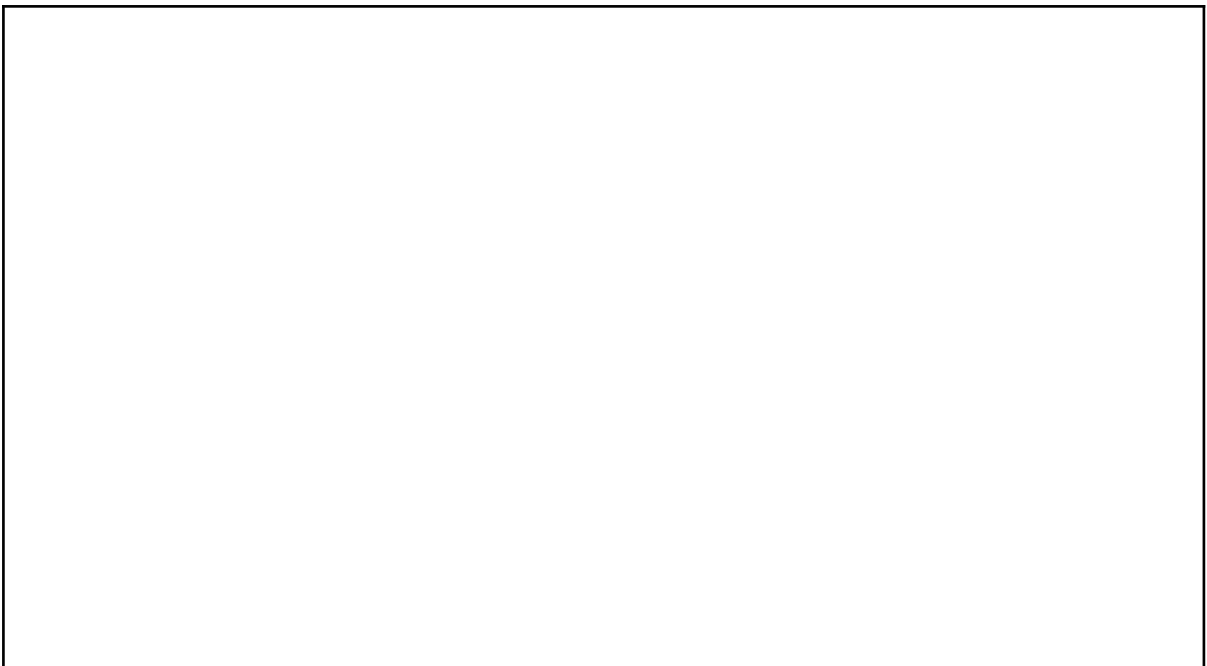
4.3 Legal requirements:

A large, empty rectangular box with a black border, intended for the user to write down the legal requirements for their startup.

4.3 Insurance requirements:

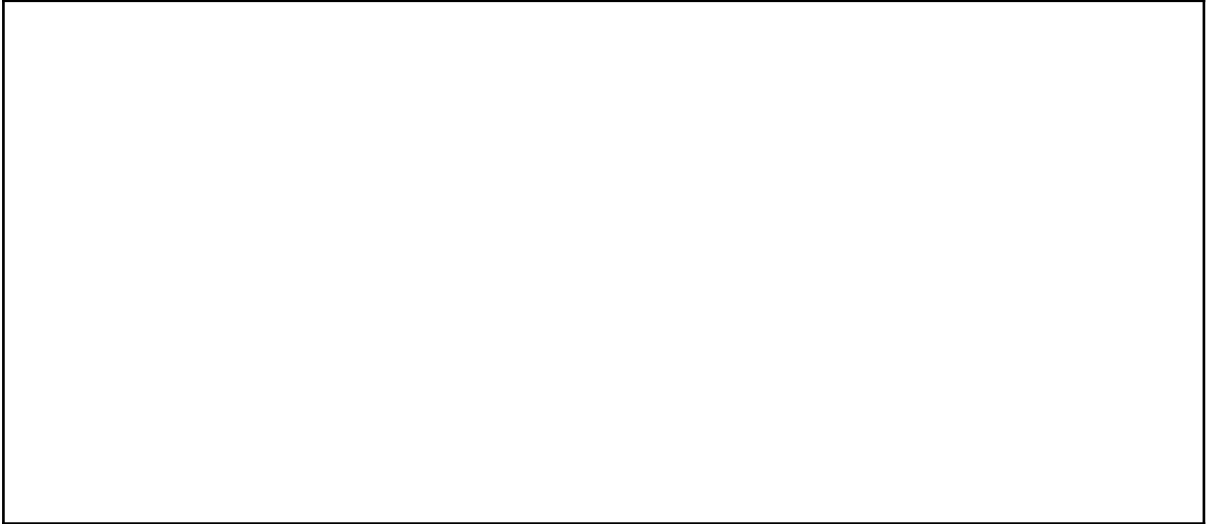
A large, empty rectangular box with a black border, intended for the user to write down the insurance requirements for their startup.

4.5 Potential challenges to product/service offering:

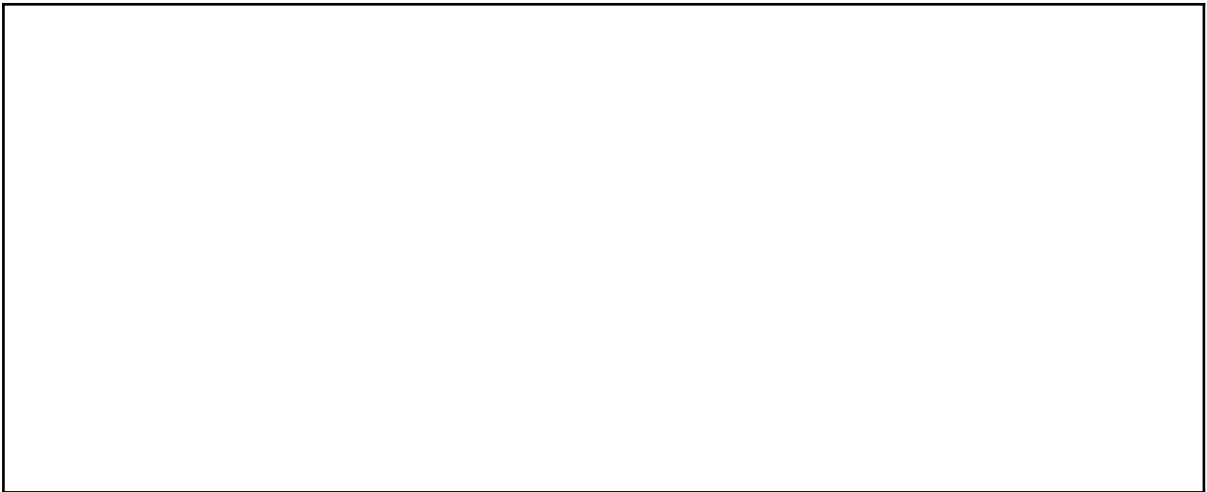
A large, empty rectangular box with a black border, intended for the user to write down the potential challenges to their product or service offering.

5. Market analysis

5.1 Target customer profile:

A large, empty rectangular box with a thin black border, intended for writing the target customer profile.

5.2 Feedback from existing customers:

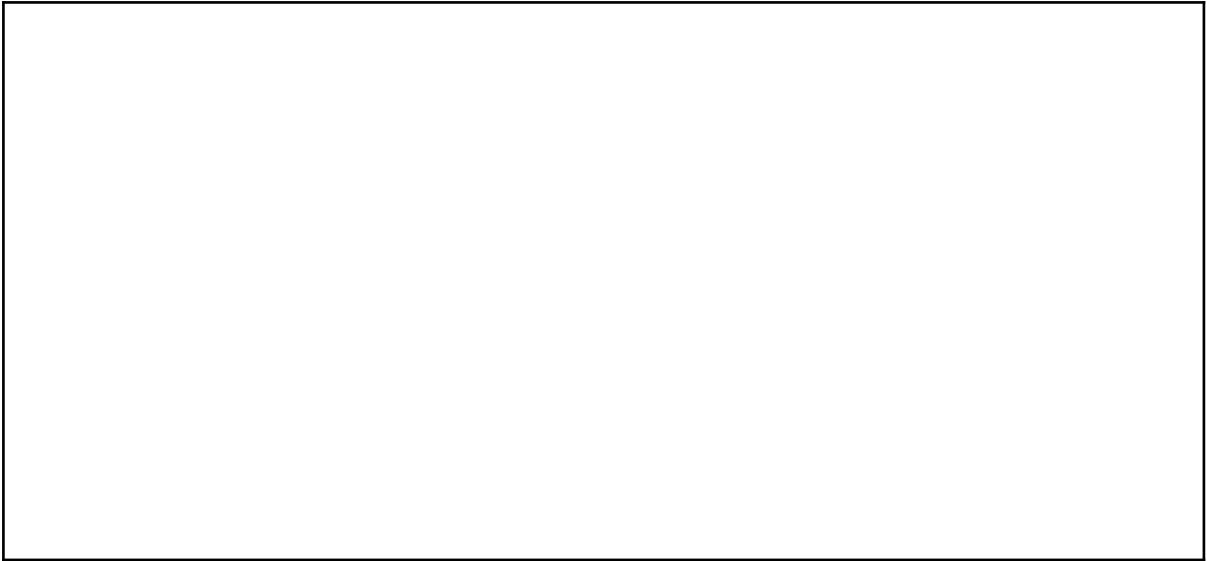
A large, empty rectangular box with a thin black border, intended for writing feedback from existing customers.

5.3 Details of customers waiting to buy products/services:

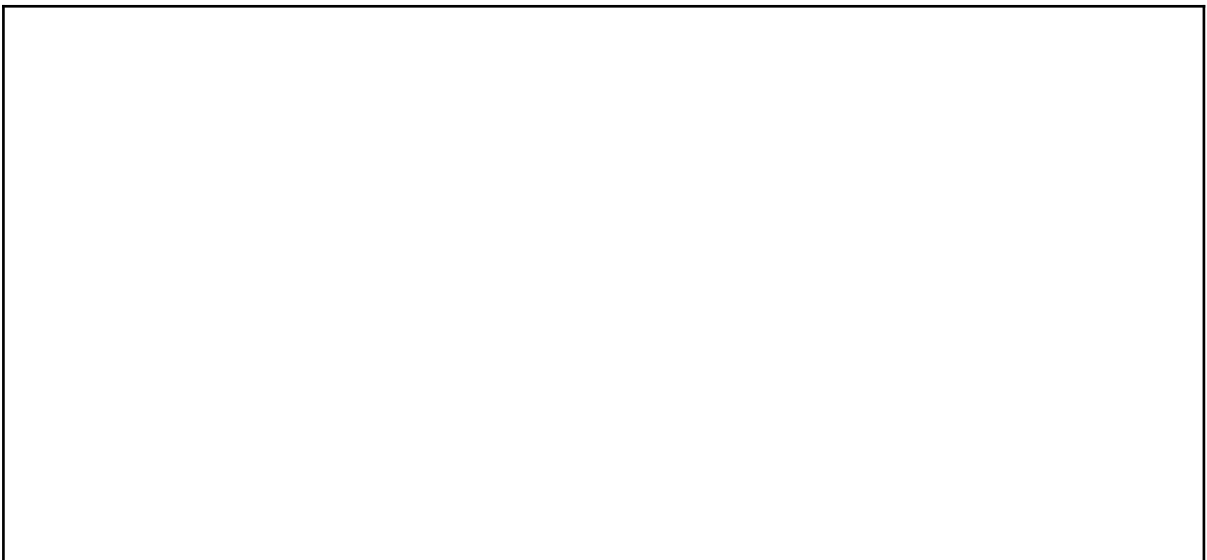
A large, empty rectangular box with a thin black border, intended for writing details of customers waiting to buy products/services.

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5.4 Key findings from desk market research:

A large, empty rectangular box with a thin black border, intended for writing the key findings from desk market research.

5.5 Key findings from field market research:

A large, empty rectangular box with a thin black border, intended for writing the key findings from field market research.

5.6 Market challenges:

A large, empty rectangular box with a thin black border, intended for writing the market challenges.

6. Who is your competition?

Competitor 1 -

Name, location, and business size	
Indirect or direct?	
Product/service	
Sales channels	
Price	
Strengths	
Weaknesses	

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Competitor 2 -

Name, location, and business size	
Indirect or direct?	
Product/service	
Sales channels	
Price	
Strengths	
Weaknesses	

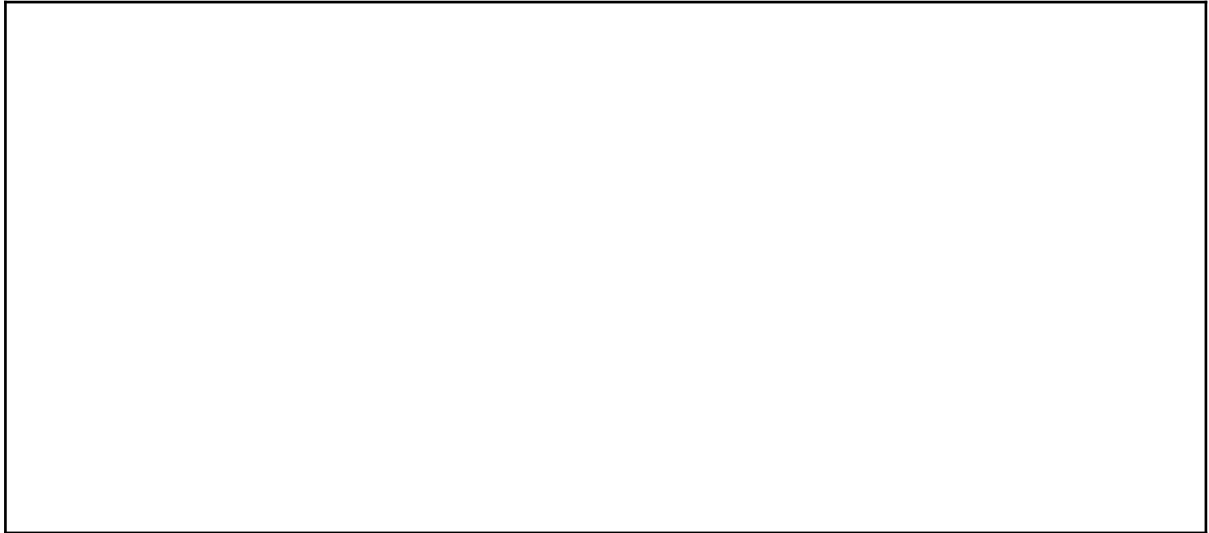
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Competitor 3 -

Name, location, and business size	
Indirect or direct?	
Product/service	
Sales channels	
Price	
Strengths	
Weaknesses	

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6.2 Marketing USP:



6.3 Marketing strategy:



6.4 Marketing costs:



7. Operations and Logistics

7.1 Production

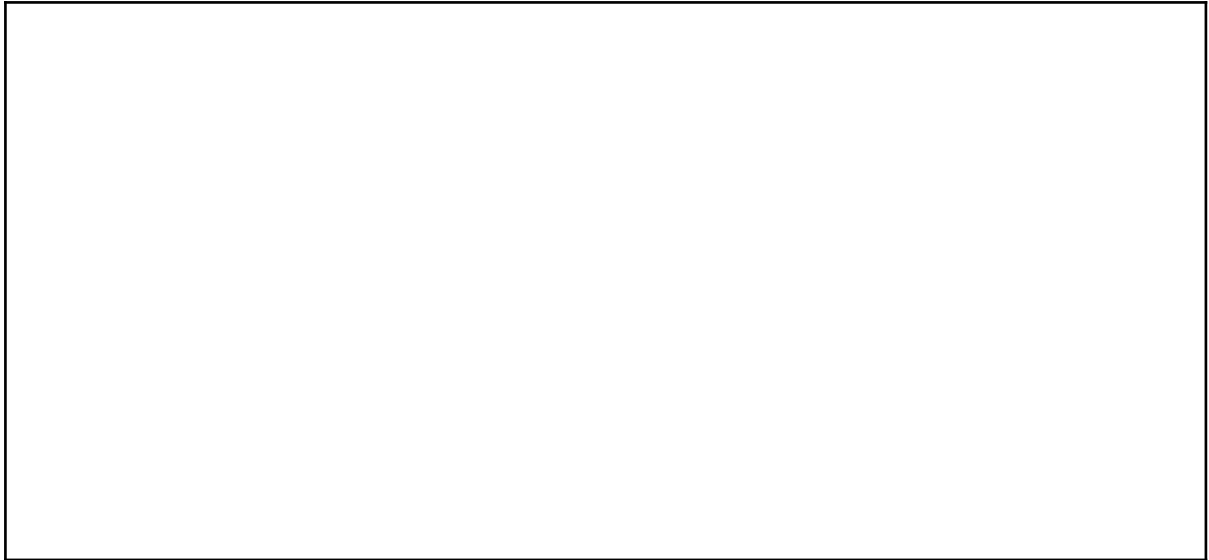
The management team:

Premises

Materials

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Staffing

A large, empty rectangular box with a thin black border, intended for notes related to staffing.

Insurance

A large, empty rectangular box with a thin black border, intended for notes related to insurance.

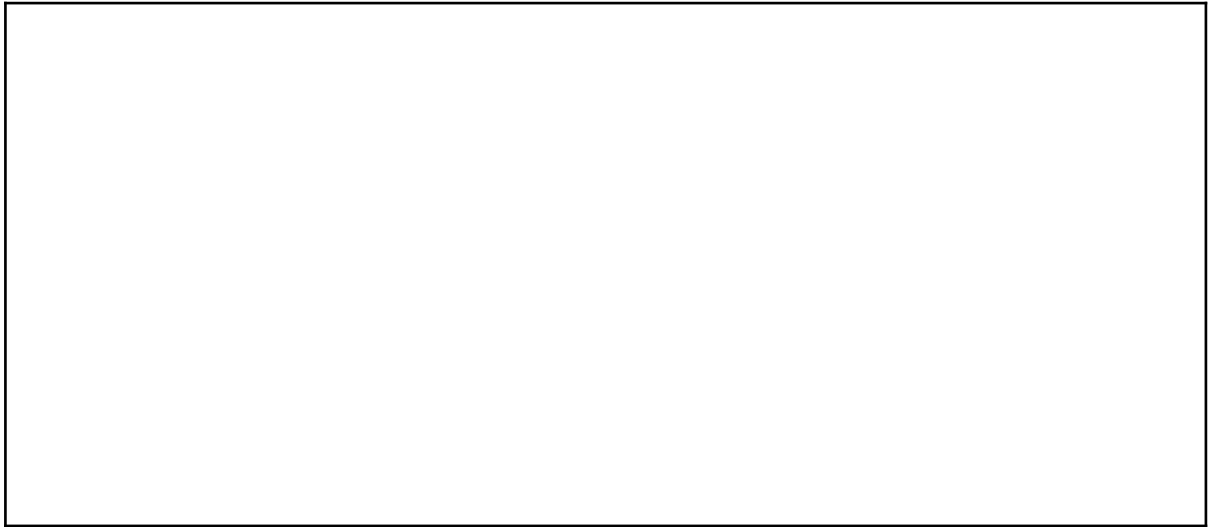
Any more notes on production:

A large, empty rectangular box with a thin black border, intended for any additional notes on production.

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7.2 Delivery plan:

Distribution



Transport



Insurance



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Any more notes on delivery:

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7.4 Supplier list:

Supplier 1 -

Name and location	Items required	Payment methods	Pricing	Reasons for choosing

Supplier 2 -

Name and location	Items required	Payment methods	Pricing	Reasons for choosing

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Supplier 3 -

Name and location	Items required	Payment methods	Pricing	Reasons for choosing

8. Cash forecast

8.1 Monthly cash forecast:

Incoming cash	Estimate	Outgoing cash	Estimate
Cash sales		Production costs	
Customer account collections		Owner salary	
Loan repayments		Staff wages	
Interest income		Suppliers	
Funding		Loan repayments	
Other		Other	
		Operating expenses	
Total		Total	
Difference between incoming and outgoing:			

8.2 Monthly operating expenses:

Operating expense	Estimate
Account fees	
Advertising	
Bank fees	
Subscriptions	
Insurance	
Internet	
Licenses/premises	
Office supplies	
Postage/shipping	
Professional services	
Equipment rental fees	

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Subcontractors	
Travel	
Utilities	
Web domain and hosting	
Total:	

8.3 Annual cash forecast (breakeven analysis):

	Jan	Feb	March	April	May	June
£ in						
£ out						
Total:						
Month opening balance:						
Month closing balance:						
	July	August	Sept	Oct	Nov	Dec
£ in						
£ out						
Total:						
Month opening balance:						
Month closing balance:						

9. Backup Plan

9.1 Plan A (short-term):

A large, empty rectangular box with a thin black border, intended for writing the details of Plan A (short-term).

9.1 Plan B (long-term):

A large, empty rectangular box with a thin black border, intended for writing the details of Plan B (long-term).

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9.3 Available support:

