**BUSINESS PLAN**

*for*

**About the Business**

|  |  |
| --- | --- |
| **Business Name:** |  |
| **Business Structure\*:** |  |
| **Owners’ Names:** |  |
|  |
| **Business Address:** |  |
|  |
| **Business Telephone:** |  |
| **Business e-mail:** |  |
| **Website Address:** |  |

**\*** Sole trader, Partnership, Limited Company or Social Enterprise

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**1.1 Business Plan Executive Summary**

**1.2 Business Objectives**

Short Term (0-12 months)

Medium Term (12-36 months)

Long Term (36 months onwards)

**1.3 Business Description**

* 1. **Business Operations**

**Section 2 – The People**

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**3.1 Market Research**

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**3.3 Competition**

|  |  |  |
| --- | --- | --- |
| Competitor | Key Strengths | Key Weaknesses |
| Competitor A |  |  |
| Competitor B |  |  |
| Competitor C |  |  |
| Conclusions | | |

**3.4 Marketing Strategy**

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **Method** | **Timing** | **Cost** |
| Direct |  |  |  |
| Indirect |  |  |  |
| Networking |  |  |  |
| e-business |  |  |  |

**Section 4 – The Money**

**4.1 Pricing and Costing**



**4.2** **Sales Forecast**



**4.3 Running Costs Monthly**



**4.4 Start Up Costs and Funding Package**

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