

# Business Plan

Company Name:

Name(s) of Proprietors, Partners, Directors:


Address (home & business)

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Telephone:

Mobile:

e-mail:

e-mail::

## Executive Summary

## Outline Business Description

### GENERAL BUSINESS INFORMATION

1. Legal status (delete as applicable):

2. VAT registered (delete as applicable):

3. Date business started (or will start):

4. Mission Statement:

5. Market Research

How have you reached the conclusion that there is a sufficient demand for what you are selling in your chosen area? Outline below the methods of carrying out your research and include any supporting information in the appendices.

### 6. Objectives

What are the short term and long term objectives of the business?

(try to be specific so that the objectives can be measured at a later date, e.g. To achieve a turnover of £50,000 by 30<sup>th</sup> June 2004, or to have 25 regular customers by Christmas)

### 7. Staffing

Proprietor's/partners'/directors' expertise, training and experience (include CVs with appendices)

Any other "key" people/employees. Include any current staff and/or future staff which will be needed.

No. of hours worked and salaries will be useful and will be required for cash flows later.

### 8. What are your Unique Selling Propositions? i.e. what makes your business different from the competition?

## SERVICE AND PRODUCTS

### 1. Your Service and/or Products

Give here details of what you will sell – be specific, and include price details. If you have a range of products, list the main ones first, then the 'add ons'. Include times of opening where applicable.

### 2. Competition

Here give details of your competitors, their strengths and weaknesses, including, for example, how long they have been trading, their reputation, prices, etc

### 3. The Market

This is where you identify who your customers are, e.g. age range, geographical area, spending range, or business to business, selling to trade customers. What, if any, credit terms will you offer?



How long is the lease?

years

If there will be any refurbishment or new build then outline the details below and include quotations and/or support information in the appendices. NB. Will planning permission be required?

### 2. Trading from home

State how long trading from home will be suitable for your business. Have you checked the deeds to make sure there are no restrictions? Are you making any alterations that may require planning permission? If in rented accommodation, have you checked with the landlord? Have you advised your insurer so that the buildings policy can be amended?

### 3. Equipment

Give details of any tools, equipment, vehicles, etc you will buy/lease, e.g., will you need a computer, van, etc. It is advisable that three quotes be obtained for any item costing more than £5000.

## SUPPLIERS

1. Where are you buying? Are there minimum order quantities? What about lead times? Are there alternative sources of supply?

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2. What credit terms, if any, can you obtain from your suppliers?

Supplier	Terms	Credit Limit £
		£

**SWOT analysis**

In this section analyse the strengths and weaknesses of the business NOW, and the opportunities and threats you see lying ahead for the business

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



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## CONTINGENCY PLANNING

This is where you need to anticipate certain things which could happen, for example, illness, sudden drop in sales, a supplier goes bust, a major customer fails to pay, etc., etc. These are just examples. Choose your own to fit your situation

Occurrence	How to deal with it
Loss of man power	
Illness	

## PERSONAL SURVIVAL BUDGET

This essential ingredient in the Business Plan is to show the drawings (wages) you need (not want) in order to survive, i.e. to pay your personal bills.

To calculate, enter the annual amounts (in round £s) you spend on the various categories below, to provide a total annual expenditure. Enter and calculate all (if any) income coming into the household. Deduct this figure from the expenditure and this will give you your Personal Survival Budget

NOTE: If you intend to be a Limited Company, then the survival budget be incorporated into the Wages/Salaries section, rather than Drawings, as the Director(s) will be employees of the company and thus will be paid wages/salaries

<u>ESTIMATED EXPENDITURE &amp; INCOME</u>	<u>Weekly</u>	<u>Monthly</u>	<u>Annually</u>
Mortgage/rent		0	0
Council Tax / Water rates		0	0
Gas, Electricity and Oil		0	0
All personal & property insurance		0	0
Food, general housekeeping expenses		0	0
Clothing		0	0
Telephone		0	0
Hire charges (TV, video, etc)		0	0
Entertainment (meals, drinks, etc)		0	0
Subscriptions to associations, journals, etc		0	0
Car tax & insurance (private)		0	0
Car running expenses (private)		0	0
Car service & maintenance (private)		0	0
Children's expenditure and presents		0	0
Savings plan		0	0
HP repayments		0	0
Mobile		0	0
Contingencies		0	0
Other		0	0
Class 2 NIC		0	0
<b>EXPENDITURE TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>
Income from partner/family			0
Working & child tax credits			0
Current Jobseekers @£64.30/wk		0	0
<b>INCOME TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL SURVIVAL BUDGET REQUIRED</b>	<b>0</b>	<b>0</b>	<b>0</b>

Business Plan Signature

Client Name: .....

Client Signature: .....

Date: .....