(Insert your logo here if you have one)

**Business Plan**

**Your full name**

**Your business name**

**Insert DD/MM/YY**

[www.yourbusinessname.com](http://www.yourbusinessname.com)

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| **1.** **Company description**  |
| **This section only has to be brief. You can go into more detail about these topics in other sections.** |
| > Explain briefly why you started the business.> Where did the idea for your business come from?> Why would customers shop with you?> Explain what your customers want from your business?> Briefly describe your industry. |
| **2. Executive summary**  |
| **This section is mainly about your vision as the business owner and what your business goals are.** |
| > What do you want your business to be? (the biggest company in the world?)> Do you need funding to start or to expand?> What is the end goal for you and your business? |

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| **3.** **Competition**  |
| **In this section you want to talk about at least two of your main competitors.** *(If you want to add more than two competitors just copy & paste the boxes)*  |
| > What online research have you done?> Have you been to any trade fairs or exhibitions?> Have you met with their suppliers?> Have you shopped with your competitors yourself? > What social media research have you done?> How do you plan on getting potential customers from your competitors? > How do your competitors get their customers? |
| **Competitor 1:** |
| **Name, location, website:** | **What are their average prices?** |
|  |  |
| **Pros:** | **Cons:** |
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| **Competitor 2:**  |
| **Name, location, website:** | **What are their average prices?** |
|  |  |
| **Pros:** | **Cons:** |
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| **4.** **Leadership & staff**  |
| **In this section you want to go more into more detail about you and any other directors and your background stories.***(You don’t have to upload your CV here. Keep it relevant to your business.)*  |
| > Who are the owners and what do they do?> What staff do you have or need?> Legal info (what kind of business are you? EG Limited partnership, sole trader etc.) |

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| **5.** **Your product line / service**  |
| **In this section you need to explain everything about your products. From where you get them from to why your products are better than others.** *(If you provide a service then just explain why your service offers more than others)* |
| > Where do you source the products from?> How are the products made?> Why are your products/service better than your competition?> Explain in detail your suppliers. Where they are based and who else they supply?> Do they offer credit and have you already dealt with them? |

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| **6.** **Marketing plan**  |
| **In this section you need to outline your marketing plan and explain how you are going to get customers to go to your business.***(This is an important section. Make sure that you don’t miss anything out that you plan on doing)* |
| > Social media plan and how you will execute it?> What channels are you going to distribute your product on?> Communication? How will your business commutate with its customers?> Cost of advertising? How much will any marketing material cost? |
| **7.** **Sales strategy**  |
| **In this section you need to outline how you will get sales.***(This is quite similar to the marketing plan but more aimed at the sales side.)* |
| > Where will you find your customers?> What is your E-commerce plan?> How will you price your items? What are your margins like?> Sales projection. What kind of sales will you get after year 1? |

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| **8.** **Funding**  |
| **In this section you need explain how the business will be funded.***(Make sure that you don’t miss anything out in this bit.)* |
| > How will you fund the business?> Do you require extra funding?> Details on how you will spend the money?> What business bank will you use? |

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| **9.** **Financial projections**  |
| **In this section you need show your financial projections. This is in other words what you expect to make after year 1 and then after year 2 etc.***(This is the section that you don’t want to go overboard on, be realistic.)* |
| > What will your cash flow be like at the start?> Profit & losses after each year 1, 2 etc.?> Balance sheet after year 1, 2 etc.?> What assets & liabilities do/will you have? |
| **10.** **Operations & Logistics**  |
| **In this section explain where your business will be running from and how you will ship out your items.***(If you haven’t got a warehouse yet then explain where you are going to operate from, even if it is from home.)* |
| > Where will your business operate from?> Do you own the building or rent it?> If you’re renting, what are the terms of the lease?> How much will it cost to run the building you’re in?> How will you send out your products and what company will you use?> How will you manage your inventory?  |