(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)

**Contents:**

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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:** |
|  |  |
| **Competitor 2:** | |
| **Name, location, website:** | **What are their average prices?** |
|  |  |
| **Pros:** | **Cons:** |
|  |  |
| **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? |