

BUSINESS PLAN

1. Executive Summary

2. Business Details

2a. Company

Company Name:

Address:

Telephone number:

Legal Status:

The business will:

2b. Key personnel

Details of the owner(s):

Name:

Position/main responsibilities:

Experience and knowledge of the industry:

Previous employment:

Other key personnel (including shareholders)

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

3. Business Overview

3a. Business goals

3b. What the business does

3c. What makes the business different

3d. SWOT analysis

Strengths	Weaknesses
Opportunities	Threats

4. Market research

Trends in your chosen market are:

How you know this:

5. Market Overview

The customer groups you will be selling to are, and the size of the market is:

Your customer research has shown what your customers want is:

How you know this:

How many customers/clients do you require and what will you sell them:

6. Competitor analysis

Competitor name

Strengths

Weaknesses

What information have you gathered on your competitors:

Competitive advantage:

7. Marketing

How and where will you promote your product/service?

8. Pricing

How you can calculate your prices:

How your prices compare with the competition:

Reasons for the difference between your price(s) and your competitors' price(s):

9. Staff

10. Suppliers

11. Equipment