

Please note - The titles used in this document provide a clear structure to your business plan. You may choose to make minor changes to suit your particular situation.



Name:

Business Plan for:

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Executive summary

1 Executive summary (We suggest you complete this section after you have completed the other sections of the Business Plan.)

2 Business details

Company name:

Address:

Telephone number:

Legal status:

The business will: (Provide a brief description of what your business will do.)

3 Key personnel

Details of owner(s):

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Most recent salary £:

Other key personnel (including shareholders):

Name(s):

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Most recent salary/salaries £:

4 The business idea

Sum up your business idea:

5 Business goals

What do you want to achieve in your first year of business? (Use as many fields as is applicable and add more if you need to.)

For example - business goals could include turnover of €100,000.

-
-
-
-
-

Where do you see your business in 3-5 years' time?

6 What the business does

Product/service	Features	Benefits
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

7 What makes the business different

Your product/service is unique or different compared with the competition because: (Use as many fields as is applicable and add more if you need to.)

-
-
-
-
-

8 Legal requirements (including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are: (Use as many fields as is applicable and add more if you need to.)

- 1.
- 2.
- 3.
- 4.
- 5.

You will meet your legal and insurance requirements by: (Use as many fields as is applicable and add more if you need to.)

- 1.
- 1.
- 2.
- 3.
- 4.

9 Market research

Trends in your chosen market are: (Use as many fields as is applicable and add more if you need to.)

1.

5.

6.

7.

8.

How you know this: (Use as many fields as is applicable and add more if you need to.)

1.

9.

10.

11.

12.

10 Profiling customers

The customer groups you will be selling to are: (Use as many fields as is applicable and add more if you need to.)

1.

13.

14.

Your customer research has shown what your customers want is: (Use as many fields as is applicable and add more if you need to.)

1.

15.

16.

How you know this: (Use as many fields as is applicable and add more if you need to.)

1.

17.

18.

Number of customers you expect to win in each group and what they might pay:
(Use as many fields as is applicable and add more rows if you need to.)

Group	Number of customers	Price they might pay per unit
		€
		€
		€

11 Profiling competitors

Use as many fields as is applicable in the table below and add more rows if you need to.

Competitor name	Strengths	Weaknesses
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

How you can improve on their offer and/or price(s): (Use as many fields as is applicable and add more if you need to.)

- 1.
- 2.
- 3.
- 4.
- 5.

12 Managing market risks

Write down the risks you have identified: (Use as many fields as is applicable and add more if you need to.)

- 1.
- 2.
- 3.
- 4.
- 5.

How will you manage these risks so that they become less of a threat: (Use as many fields as is applicable and add more if you need to.)

- 1.
- 2.
- 3.
- 4.
- 5.

13 Pricing

How you can calculate your prices: (Use as many fields as is applicable and add more if you need to.)

-
-
-

How your prices compare with the competition: (Use as many fields as is applicable in the table below and add more rows if you need to.)

Product / service	Your price (s)	Range of competitor prices (per unit)
	€	€
	€	€
	€	€

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

-
-
-

14 Promotion and advertising

How and where will you promote your product/service? (Use as many fields as is applicable and add more if you need to.)

-
-
-
-
-

Running the business

15 Staff

Use as many fields as is applicable in the table below and add more rows if you need to.

Role	Total cost	Necessary experience	Specialist skills and/or qualifications

16 Premises

	Cost €
Premises required at start-up ...	
Premises required in the future (if different) ...	

17 Suppliers

Your key suppliers and their credit terms: (Use as many fields as is applicable and add more rows if you need to.)

Supplier	What you'll buy from them	Number of days' credit
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

18 Equipment

Use as many fields as is applicable and add more rows if you need to.

Resource	When	How founded	Cost € per unit

19 Managing operational risks

Use as many fields as is applicable and add more if you need to.

Risk	Solution
Staff <ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••
Suppliers <ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••

Finance

For the finance section we strongly recommend you to consult an accountant or tax advisor, as well as the national rules and regulations in this respect.