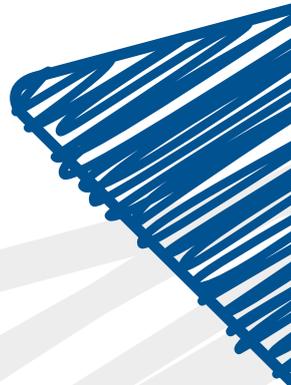




Enterprise
Nation

Business Plan Template

By Emma Jones



Name

Business name



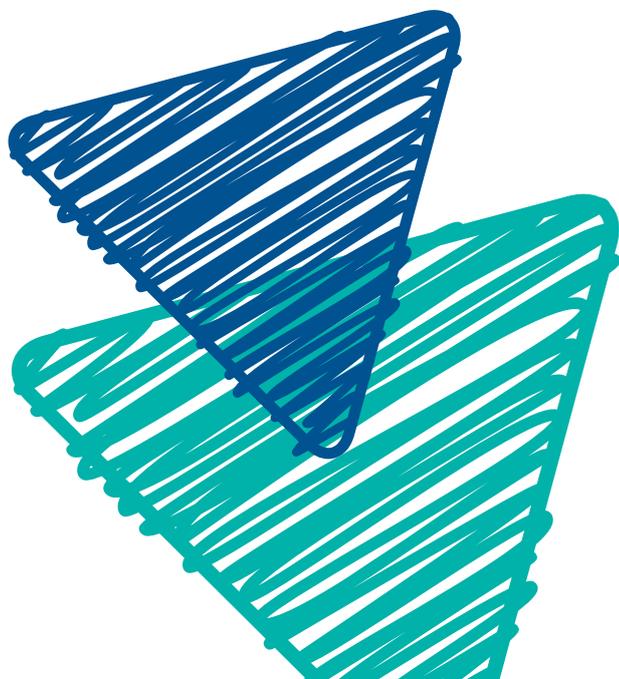
Executive Summary

The Executive Summary should summarise concisely the main points of your business plan and charm the reader into reading the rest of your plan.

Complete all other sections of this business plan template before you write the Executive Summary.

Ideally, the Executive Summary should:

- ▶ State very simply and clearly your business proposition i.e. how your business satisfies your customers' needs
- ▶ Explain how you are going to generate an income and make a profit
- ▶ List the specific competitive advantages of your products and services in relation to other alternatives in the market
- ▶ Outline the main characteristics of your market, including size and growth, as well as specific details about your main groups of target customers
- ▶ Identify which marketing channels you will use in order to reach those target customers
- ▶ Highlight your financial projections with evidence to justify your assumptions
- ▶ Clarify your financial requirements (if relevant)
- ▶ Identify the key people involved in your business, emphasising their strengths
- ▶ Highlight your progress made to date, and your next key business aims





Vision

Covers the Vision, Products and Services and Benefits and Impact areas

In this section of your business plan, you should describe your longterm vision for your business, and showcase the products and services you intend to sell. You should also outline the benefits of your business offering, and emphasize how your products and services suitably meet the needs of your customers.

Imagine your business in the future. What does it look like?

Why do you want to run your own business?

Which values and characteristics would you like your business to reflect?

Describe your business in one sentence



What realistic aims can you set for your business to fulfil your mission?

What specific objectives can you set to achieve your aims?

What specific products and/or services will your business sell and why?

What other products and/or services could your business develop and offer in the future?

What customer service will your business provide?



In terms of intellectual property protection, what measures can you take to deter competitors from copying you?

How will your products and services benefit your customers and/or end users?

What makes your products and/or services unique?

What positive impact could your business have on the local community and/or environment?

What negative impact could your business have on the local community and/or environment?



In terms of intellectual property protection, what measures can you take to deter competitors from copying you?

How will your products and services benefit your customers and/or end users?

What makes your products and/or services unique?

What positive impact could your business have on the local community and/or environment?

What negative impact could your business have on the local community and/or environment? How can your business reduce or remove any negative impact it has on the local community and/or environment?



Opportunity Analysis

This section covers the Customers and Competitors and External Environment areas

Within this section of your plan, you should focus on describing and analysing your perceived business opportunity, and illustrate why you believe there is sustainable market for your products and services. The details you include here should indicate how familiar you are with your market niche and industry, and should also show off your market research.

What evidence do you have that customers will buy from you?

Who are your competitors? Where are they?

What can your business do to stay ahead of its competitors?



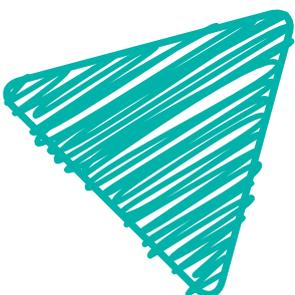


Which political factors are most likely to change? Which of these will have greatest impact on your business? Do they represent opportunities or threats to you and your business?

What can you do to prepare or respond to these potential changing factors?

Which economic factors are most likely to change? Which of these will have greatest impact on your business? Do they represent opportunities or threats to you and your business?

What can you do to prepare or respond to these potential changing factors?





Which social factors are most likely to change? Which of these will have greatest impact on your business? Do they represent opportunities or threats to you and your business?

What can you do to prepare or respond to these potential changing factors?

Which technological factors are most likely to change? Which of these will have greatest impact on your business? Do they represent opportunities or threats to you and your business?

What can you do to prepare or respond to these potential changing factors?



Which legal factors are most likely to change? Which of these will have greatest impact on your business? Do they represent opportunities or threats to you and your business?

What can you do to prepare or respond to these potential changing factors?

Which environmental factors are most likely to change? Which of these will have greatest impact on your business? Do they represent opportunities or threats to you and your business?

What can you do to prepare or respond to these potential changing factors?



Marketing

This section covers the Marketing Activities area

Having identified the specific markets you intend to target, in the Marketing section, you should highlight the key messages you want to communicate to your customers, along with details about the variety of channels you intend to use. You should also state when you intend to carry out your marketing activities, and identify who will be responsible for managing these different activities.

What are the key marketing messages which you can use in your marketing activities?

What is the name of your business? What does this name reflect?

What marketing activities will your business carry out to reach specific customers?

When will your business carry out these marketing activities?

Who will be responsible for carrying out these marketing activities?



What unique or attention-seeking activities could your business try in order to stand out in the marketplace?

How much will your marketing activities cost?

Logistics

This section covers the Operations and Risks and Me and My Team areas

In the Logistics section of your business plan, you should illustrate that you have thought carefully about where and how you are going to operate your business. It is essential to show that you have considered the risks involved with running your business, and have identified ways in which you can manage those risks responsibly. It is also recommended that you highlight the key personnel involved in your business, and detail why they have been assigned to their respective roles.

Which legal structure are you planning to operate your business as, and why?

Where will you run your business from?

What assets and equipment will you need to start your business? Do you need any more equipment? If so, where will you get it from, and when?



What are the legal requirements relevant to your business? What will your business need to comply with?

What insurance and protection does your business need?

Will your business need to be a member of any particular trading bodies or adhere to any relevant quality standards?

Who (if relevant) are your suppliers, manufacturers, and distributors who will assist you in taking your products and/or services to market?

What are your contingency plans for when things go wrong (e.g. back-up suppliers, manufacturers, distributors, IT support, service providers, and temporary staff)?



When are you going to launch your business?

What specific skills will you need to run and develop your business?

What are your own strengths and weaknesses? What can you do to improve your weaknesses?

Who is going to do what in the different areas of your business?

Will you need to employ anyone or outsource any work? If so, what skills and experience will they need?

How will your business support you and your team to develop?

Who are your stakeholders who can help you develop your business? In what ways can they support you and your business?



Finance

This section covers the Costs and Income area

The Finance section is one of the most important sections of your business plan. Make sure that you detail all your associated costs – both your estimated start-up costs as well as your running costs. As some of the numbers in this section may be guesswork – your sales projections in particular – it is sensible to provide justifications or logical explanations to show how you arrived at these numbers.

What are your start-up costs?

Item of expenditure	Cost (£)	Item of expenditure	Cost (£)
Raw Materials		Vehicles/Petrol/Transport	
Stock		Rent/Rent Deposit	
Computer Equipment		Lighting/Heating	
Other Equipment		Gas/Electricity	
Tools		Licenses	
Uniforms		Insurance Premiums	
Market Research Costs		Health and Safety Equipment	
Website Development		Professional Fees i.e. Accountants, Solicitors, etc	
Web maintenance/Hosting		Association Fees i.e. Professional Bodies, Networks, etc	
Business Stationery		Business Stationery	
Advertising		Wages/Recruitment	
Printing		Training	
Consumables		Loan Payments/Overdraft Charges	
Telephones		Savings/Contingency	
Postage		Other	
		Total	



What are your running costs?

Item of expenditure	Cost (£)	Item of expenditure	Cost (£)
Raw Materials		Vehicles/Petrol/Transport	
Stock		Rent/Rent Deposit	
Computer Equipment		Lighting/Heating	
Other Equipment		Gas/Electricity	
Tools		Licenses	
Uniforms		Insurance Premiums	
Market Research Costs		Health and Safety Equipment	
Website Development		Professional Fees i.e. Accountants, Solicitors, etc	
Web maintenance/Hosting		Association Fees i.e. Professional Bodies, Networks, etc	
Business Stationery		Business Stationery	
Advertising		Wages/Recruitment	
Printing		Training	
Consumables		Loan Payments/Overdraft Charges	
Telephones		Savings/Contingency	
Postage		Other	
		Personal drawings	
		VAT	
		Total	

How much money do you need to cover your personal outgoings per month?

Item of expenditure	Cost (£)	Item of expenditure	Cost (£)
Mortgage/Rent		Telephones/Mobiles	
Maintenance Fees/Service Charges		TV/Internet packages	
Ground Rent		TV License Entertainment	
Council Tax		Children's expenses	
Gas/Electricity		Loan Payments/Overdraft Charges	
Water		Credit Card Payments	
Building and contents insurance		Presents i.e. Birthdays & Christmas	
Life Insurance		Holidays	
Pet insurance		Savings/Pensions	
Car insurance		Private Health	
Petrol		Other	
Food		Minus partners contribution	
Clothing		TOTAL Outgoings per month	

How much money do you need to cover your personal outgoings per month?

Products/Services	Wholesale Price (£)	Price (£)



How much money do you need to cover your personal outgoings per month?

Month	Wholesale Price (£)	Price (£)



How do you know if you are going to make any money from your business?

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total Expected Sales (A)			
Total Variable Costs (B)			
Gross Profit (C)			
(A-B)			
FIXED COSTS			
Raw Materials			
Stock			
Computer Equipment			
Other Equipment			
Tools			
Uniforms			
Market Research Costs			
Website Development			
Web maintenance/Hosting			
Business Stationery			
Advertising			
Printing			
Consumables			
Telephones			
Postage			
Vehicles/Petrol/Transport			
Rent/Rent Deposit			



	Year 1 (£)	Year 2 (£)	Year 3 (£)
Lighting/Heating			
Gas/Electricity			
Licenses			
Insurance Premiums			
Health and Safety Equipment			
Professional Fees i.e. Accountants, Solicitors, etc			
Association Fees i.e., Professional Bodies, Networks, etc			
Wages/Recruitment			
Personal drawings			
Training			
Payments to creditors			
Loan Payments/Overdraft Charges			
Savings/Contingency			
VAT			
Total Fixed Costs (D)			
Net profit (E) (C-D)			
Net Profit Margin (E/A*100)			
Breakeven (B+D)			
What is the minimum amount of sales you need to make in order to cover all your costs?			

Appendices

In the Appendices, it is useful to include Excel spreadsheets with your financial information, the CVs of any key personnel, images of your products and services, information on your brand, as well as examples of promotional materials you intend to use. The Appendices is a handy accompanying section to include in your business plan and can help build a clear visual picture about you and your business.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

