

Your Logo  
Here

# Business Plan

XXXX to XXXX

**Business name**

Address 1

Address2

City/town

Post code

Your Name

Phone

Fax

Mobile

E-mail

Web site

**Date**

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# 1. Summary

(Type here)

Summarise the business plan in 1 – 2 paragraphs. These words should be enough to excite the reader enough to want to continue, so think carefully about what it is you would like the reader to gain from the document.

## **What is your purpose?**

Is the reader an investor or lender?

Will other people within your business need to refer to the document for guidance?

## 2. Business overview

(Remember this is an overview. Keep it brief.)

### **Introduction**

(Type here)

Introduction should include the following details about your business; history, purpose, what you do, why you do it, location and when you expect to introduce your plan.

### **Current position**

(Type here)

What have you achieved so far? Are you in the introductory phase, growth phase, mature, declining? What industry sector do you operate in? Is this an emerging industry, growth industry, mature industry or declining industry?

### **Competitive advantage**

(Type here)

What are your strengths and weaknesses compared to those of your competition? What is your USP (Unique Selling Point)? Why would people be willing to pay for your products/services? Who are you delivering your products/services to? Why are you better than the competition? Why is your business model effective in the marketplace? What evidence do you have support your claims?

### **Growth plan**

(Type here)

Briefly describe your vision for the business and how you plan to move from your current state to achieve this vision. What are the key milestones that are to be covered in detail throughout the rest of the business plan?

## 3. Business strategy

### **Vision, Mission, Values, Objectives & Goals**

(Type here)

What are your key personal values? How do your values match the those of your business and its future plans? What is your vision for the future of your business? What is your mission for the next 3-5 years? What are your business objectives and goals?

### **Tactics**

(Type here)

What steps will you be taking to get from where you are now to where you want to be? What extra resources will you need? Do you tactics have a cost implication on the business?

### **Strategic issues**

(Type here)

What external threats or opportunities could impact on your business during the next 3-5 years? How have you prepared these conditions? What evidence do you have to support your findings?

### **Core values**

(Type here)

What are the core values that underpin your business? Why are these core values crucial to your long-term business success? How will these values affect customers (the benefits)? How will both you and your staff monitor these values and ensure people adhere to them?

## 4. Marketing

### **SWOT and PESTEL Analysis**

(Type here)

What are your marketing strengths, weaknesses, opportunities and threats? What market knowledge will impact your business from the PESTEL Analysis? What are the critical success factors for your business?

### **Market research**

(Type here)

What market research have you done? What methods did you use? What ongoing market research is built into your daily business operations? What target market(s) has your market research established? How intimately do you understand these markets? How close do you keep to your customers? How does customer feedback fit into improving your business?

### **Distribution channels**

(Type here)

How do you plan to reach your customers? Will customers make direct contact to you? Will you be using distributors? What new markets do you plan to access in the next 3-5 years? How do you plan to reach these new markets?

### **Strategic alliances**

(Type here)

What strategic alliances do you have in place or are planning to increase to access new markets?

### **E-commerce and technology**

(Type here)

How are you using e-commerce and technology in your business to lower costs, speed up business, access new markets, build online sales, etc.?

### **Tactical promotion plan**

(Type here)

How will you promote your business to customers (eg advertising, exhibitions, PR)?

### **Marketing budget**

(Type here)

What is your marketing budget for the year and next 3 – 5 years? How will you monitor it to manage and improve results?

### **Credibility and risk reduction**

(Type here)

What are your tactics for increasing the credibility of your business and reducing the customer's risk in doing business with you?

## 5. Team and management structure

### **Skills, experience, training and retention**

(Type here)

What skills and experience do you and the key members of your team possess? Have you considered the extra responsibilities required with your new business plan? Who are your team? What positions exist and will new positions arise with your business plan? What will people within your team be responsible for? What incentives have you put in place to retain your team and keep them motivated? Do you hold regular staff review meetings and listen to concerns? Do you have a staff training programme and what is its budget? How do your team cope with solving their own problems? Do you have any skills gaps in your team and if so how and when do you plan to fill those gaps? How will new staff will be trained?

### **Advisors**

(Type here)

Who are your core team of advisors, i.e. legal advisor, accountant, health & safety, training, consultants, business mentor.

### **Management systems**

(Type here)

What is the management structure of your business? Who are the key decision makers? How do you manage your business when key decision makers are on holiday, sick, out of the office? What business systems you have in place to ensure you maximise efficiency? Do you have written operations manuals in place or house rules for staff? What accounting software or systems do you use? How regularly can you produce financial reports and analyse key business ratios? How do you prepare for and deal with payroll and employment issues, tax and VAT obligations, health & safety, etc?

### **Business Measures**

(Type here)

What current measures do you have in place to monitor performance? What new measures do you plan to introduce to ensure you remain on target to achieving your business plan? Who will be responsible for collating information for these measures? How often will measures be reviewed and analysed? What steps do you take when measures begin to fall behind?

## 6. Financial budgets and forecasts

(Type here)

What financial budgets and forecasts are you attaching to the business plan?

- Profit and loss forecast
- Cash flow forecast
- Balance sheet forecast
- Capital expenditure budget
- Break-even analysis

Provide brief notes on each of these forecasts and evidence to back up the data used. It's a good idea to produce Optimistic, Pessimistic and Realistic versions of the first three.

Does the cash flow forecasts pinpoint future cash flow difficulties? How do you plan to deal with these challenges? What experience do you have regarding financial management? Have you consulted an advisor on your proposed forecasts?

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Contact Futurestate Solutions on **01204 410062** for help and advice on writing and your business plan and also bringing it to life. Our team of consultants offer a **free review** to help you on your way with your new business idea.

Check our website for further details on how we can help you achieve your vision:

**[www.futurestatesolutions.co.uk](http://www.futurestatesolutions.co.uk)**