# Business Plan

This business plan is an opportunity to showcase a balanced overview of your business talking about what you have done and what you plan to do in the future. It requires you to think through all aspects of your business, to demonstrate to the reader how everything flows.

Completing a business plan should take some time if done properly so, build this into your plan to give you the best chance of success. Naturally, some parts will be easier to complete than others, be honest, explain your thinking and practice, and use the guidance notes for each section to make completion easier.

This plan is not designed to trip you up and there are no trick questions. You want to showcase your business in an accurate way showing both the positive side of your plans and that you have considered the risks that could impact your business.

**Tips for completing this Business Plan Pack**

* The best business plans aren’t long and complex; they explain only the most important information – what you want to achieve, how you will get there, and the things you need to do along the way.
* It’s best to tackle a business plan in small chunks and ask someone to proofread it before submission.
* The Business Plan divided into sections to help show your growth strategy and develop your business.
* Use the guidance document to help you complete the sections.
* Some of the sections of the business plan have tables to record the financial parts of your business.
* Please keep to the sections where possible to ensure a uniform structure.
* Use the appendix section for any other relevant information or to expand on lengthy areas that do not need to be in the main body of the plan.

Appendix items are optional but can add value to by providing extra information that is relevant but has not yet been explained. These can include the following:

* Sales and marketing materials.
* Financial reporting and projections if additional to the financials section.
* Charts, spreadsheets, graphs, tables, and other visuals that complement the other sections of your plan.
* Contracts and client agreements.
* Leases, patent information, copyrights, and other licenses

**Please consult the guidance notes for help in completing your business plan.**

[****](Guidance%20Document%20-%20Diagnostic%20Business%20Plan.docx)

## Information

This section covers the basic information needed to assess your request.

**Business name:** Click or tap here to enter text.

**Owner(s) name:** Click or tap here to enter text.

**Business address and postcode:** Click or tap here to enter text.

**Business telephone number:** Click or tap here to enter text.

**Business email address:** Click or tap here to enter text.

**Business website address:** Click or tap here to enter text.

**Business social media account links:** Click or tap here to enter text.

**Have you started your business yet?**

[ ]  **Yes**

[ ]  **No**

**If no – Have you tested the market to prove an opportunity exists?**

[ ]  **Yes**

[ ]  **No**

## 1 - Your business and customers

Use this section to expand on your product and service offering and tell the reader who your ideal or typical customers are. This is your opportunity to expand on the information section.

**1.1 What are you going to sell?**

[ ]  **a product**

[ ]  **a service**

[ ]  **both**

**1.2 Describe the current and future product/service you are going to offer:**

|  |
| --- |
| Click or tap here to enter text. |

**1.3 Expand on your business offering:**

|  |
| --- |
| Click or tap here to enter text. |

**1.4 Are your customers:**

[ ]  **individuals**

[ ]  **businesses**

[ ]  **both**

**1.5 Describe your ideal customers:**

|  |
| --- |
| Click or tap here to enter text. |

**1.6 What are your main sales platforms:**

|  |
| --- |
| Click or tap here to enter text. |

**1.7 Additional information:**

|  |
| --- |
| Click or tap here to enter text. |

## 2 - Market research, competitors, and financials

The market research and competitors’ section outlines your understanding of your industry, the market you are operating in, your identified gap in the market, and your competition. This section helps to demonstrate that you've investigated and analysed the market, and you know who your clients and competitors are. It shows you understand where your product or service fits in the marketplace.

**2.1 Market research:**

|  |
| --- |
| Click or tap here to enter text. |

**2.2 Market size and growth potential:**

|  |
| --- |
| Click or tap here to enter text. |

**2.3 Gap in the market:**

|  |
| --- |
| Click or tap here to enter text. |

**2.4 Table of main competitors:**

| **Name, location****and business size**  | **Product/service** | **Strengths** | **Weaknesses** |
| --- | --- | --- | --- |
|       |       |       |       |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**2.5 Forecast financials:**

Please use the accompanying document to provide financial information for the next 12 months based on your assumptions. Please customise the form by changing the row labels or adding rows where required.



## Appendix