# 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 needs you to think through all aspects of your business and demonstrate to the reader how everything will work.

Completing a business plan will take some time if you’re going to do it properly so, build this into your plan prior to submission to give you the best chance of success. Some parts will be easier to complete than others, but just be honest about where you are with your thinking and in practice and use the guidance in each section to make completion easier.

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

**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

**Prior to submitting your business plan, please consult the guidance notes for help in completing your business plan.**

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## 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 offer

Use this section to expand on your product and service offering.

**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 Impact statement and company strap line:**

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

**1.5 Additional information:**

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

## 2 - Market research and market strategy

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 needs and competitor analysis:**

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

**2.2 Market size and growth potential:**

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

**2.3 Market research to support growth:**

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

**2.4 Marketing strategy:**

|  |  |  |
| --- | --- | --- |
| **What are you going to do?** | **Why have you chosen this marketing method?** | **Expected outcome** |
|  |  |  |
|  |  |  |
|  |  |  |

## 3 - Customer analysis

**3.1 Are your customers:**

individuals

businesses

both

**3.2 Describe your ideal customers:**

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

**3.3 What is your customer’s journey:**

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

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

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

**3.5 Have you sold products/services to any international customers already?**

Yes

No

**If you answered “yes”, give details:**

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

**3.6 Have you got customers waiting to buy your product/service?**

Yes

No

**If you answered “yes”, give details:**

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

**3.7 Additional information:**

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

## 4 - Competitor analysis and SWOT

**4.1 Table of main competitors**

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

**4.2 SWOT analysis for your business:**

|  |  |
| --- | --- |
| **Strengths (Internal)** | **Weaknesses (Internal)** |
| **Opportunities (External)** | **Threats (External)** |

## 5 - Risk analysis & contingency planning

Incorporating these elements into your business plan showcases your commitment to identifying and managing risks within your business. Risk analysis is a crucial component of a comprehensive business plan, and this section demonstrates your understanding of potential risks, and your ability to address and manage them:

**5.1 Risk analysis:**

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

**5.2 Contingency plan:**

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

**5.3 Monitoring and review:**

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

**5.4 Legal and compliance:**

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

**5.5 Supply chain/suppliers’ analysis:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name and location of supplier** | **Items supplied** | **Payment arrangements** | **Potential risk of dealing with this supplier?** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## 6 - Financials

**6.1 Forecast financials:**

Please use the following embedded 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.

For companies that are already trading: If you are already trading and have any financial figures for the last year, please provide these with your application form as an Excel document. If you do not have this, please provide as much accurate information as possible.



**6.2 Personal survival budget**

Please use the embedded personal budget planner to list your income and outgoings. This will show you are able to support your day-to-day expenses and what reliance you have on taking money out of the business.

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## Appendix