

BUSINESS PLAN

1. Executive Summary

Overview of your entire business plan:

Mission, vision, goals, and unique value proposition:

Team and Funding:

2. Business Details

2a. Company

Company Name:

Address:

Telephone number:

Legal Status:

The business will:

2b. Key personnel

Details of the owner(s):

Name:

Position/main responsibilities:

Experience and knowledge of the industry:

Previous employment:

2c. Other key personnel (including shareholders)

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

3. Business Overview

3a. Business goals:

3b. What the business does:

3c. What makes the business different:

3d. SWOT analysis:

Strengths	Weaknesses
Opportunities	Threats

4. Market research

Trends in your chosen market are:

How you know this:

5. Market Overview

The customer groups you will be selling to are, and the size of the market is:

Your customer research has shown what your customers want is:

How do you know this:

How many customers/clients do you require and what will you sell them:

6. Competitor analysis

Competitor name:

Strengths:

Weaknesses:

What information have you gathered on your competitors:

Competitive advantage:

7. Marketing

How and where will you promote your product/service?

8. Pricing

How you can calculate your prices:

How your prices compare with the competition:

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

9. Staff

10. Suppliers

11. Equipment