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| --- |
| **Business Name** |
| Business Plan |
|  |
| *Authors :* *Name* |
|  |
|  |
| **Date** |
|  |

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# EXECUTIVE SUMMARY

## Business Description

## 1.2 Services

## 1.3 Target Market

## 1.4 Management

## 1.5 Legal Status

## Organisation Structure

# 2 MARKET RESEARCH AND ANALYSIS

## **2.1 Market Segmentation**

* ***Physical:***
* ***Legal:***
* ***Economic:***
* ***Social:***
* ***Technological:***

## 2.2 Market Analysis

## 2.3 Market Growth

### 2.3.1 Market Attractiveness

### 2.3.2 Market Trends

### 2.3.3 Competition and Buying Patterns

### 2.4 Competitors Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| Overview and Profile  |  |  |  |  |
| Competitive Advantage  |  |  |  |  |
| Target Market  |  |  |  |  |
| Strengths |  |  |  |  |
| Weakness |  |  |  |  |
| Opportunities  |  |  |  |  |
| Threats  |  |  |  |  |

### 2.4.1 UNIQUE SELLING POINTS

# 3.0 SERVICE DESCRIPTION

### 3.1.1 Marketing Planning

## 3.2 Future Services

### 3.2.1 Future Expansion Strategy

# 4.0 MARKETING PLAN AND OPERATIONS STRATEGY

## 4.1 SWOT Analysis

.

|  |  |  |
| --- | --- | --- |
| Strengths  | Weaknesses  | Distinctive competencies  |
|   |  |   |
| Opportunities  | **Threats**  | **Key success Factors**  |
|  |  |   |

### 4.1.1 SWOT Summary

* ***Strengths:***
* ***Weaknesses:***
* ***Opportunities:***
* ***Threats***:

### 4.1.2 Distinctive Competencies

### 4.1.3 Value Proposition

## 4.2 Marketing Strategy

### 4.2.1 Product Strategy

### 4.2.2 Distribution Strategy

### 4.2.3 Promotion Strategy

## 4.3 Pricing Strategy

### 4.3.1 Sales Forecast

**5. FINANCIAL SUMMARY**

## 5.1 START UP COST

|  |  |
| --- | --- |
| START UP COSTS (Capital required) |  |
| EQUIPMENT & TOOLS |  |
| Manufacturing or Service Equipment  |  |
| Office furniture & equipment |  |
|  |  |
| PREMISES |  |
| Rent & Deposit  |  |
| Renovation & fitting out  |  |
|  |  |
| INSURANCE  |  |
| Limited Liability  |  |
| Personal  |  |
|  |  |
| WORKING CAPITAL  |  |
| Owners Drawings  |  |
| Materials / Stock |  |
| Wages  |  |
| Other  |  |
|  |  |
| OTHER COSTS  |  |
| Legal Fees  |  |
| Telephone installation |  |
|  |  |
| Total Capital Needed to Start-Up |  |
| Personal Capital to Be Introduced  |  |
| Funds left after deduction of start-up cost  |  |

**5.2 Business Cashflow**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Prestart | **RECEIPTS** | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 | Totals |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |
|   | Sales income |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Item 1 |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Item 2 |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Bank Loan |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Other Income |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | **TOTAL RECEIPTS (A)** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
|   |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|   | **PAYMENTS** |   |   |   |   |   |   |   |   |   |   |   |   |   |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |
|   | Purchases |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Item 1 |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Item 2 |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Rent/Rates |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Heat/Light/Power |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Telephone |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Transport |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Insurance |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Print/Stationary/Post |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Professional Fees |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | Drawings |   |   |   |   |   |   |   |   |   |   |   |   | 0 |  |
|   | **TOTAL PAYMENTS (B)** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
|   |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|   | **Net Cash Flow (C) (A-B)** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |   |  |
|   | **Opening Bank Balance (D)** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |   |  |
|   | **Closing Bank Balance (C+D)** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |   |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |

## 5.3 A Three Year Net Profit and Loss statement

|  |  |  |  |
| --- | --- | --- | --- |
| Profit and Loss statement  |  |  |  |
| Years | Year 1 | Year 2 | Year 3 |
| Cash introduced at the start of business year  |  |  |  |
| Sales |  |  |  |
| Total cash (capital +Sales) |  |  |  |
|  |  |  |  |
| Expenses |  |  |  |
| Advertising (In-house SEO) |  |  |  |
| Commissions and fees |  |  |  |
| Directors drawing  |  |  |  |
| Contract labor (Web developer/Management )  |  |  |  |
| Insurance (other than health) |  |  |  |
| Utility Bills (Telephone/Internet/light and power |  |  |  |
| Meals and entertainment |  |  |  |
| Professional Fees (CIM Affiliate Membership) |  |  |  |
| Office expense (print/stationary /post) |  |  |  |
| Rent or lease |  |  |  |
| Legal  |  |  |  |
| Taxes and licenses |  |  |  |
| Travel |  |  |  |
| Wages (less emp. credits) |  |  |  |
| Miscellaneous |  |  |  |
| total expenses |  |  |  |
| Net Profit/loss |  |  |  |
| Total Cash At end of Year  |  |  |  |

## 5.4 Personal Survival Budget

Use the form below to work out the minimum income that you need to meet your personal commitments for the next twelve months

**ESTIMATED EXPENDITURE**

|  |  |
| --- | --- |
| Housing Cost |  |
| Heating |  |
| All Personal & Property Insurance |  |
| Food & General Housekeeping Expenses |  |
| Clothing |  |
| Telephone |  |
| Hire Charges |  |
| Entertainment |  |
| Vehicle Running Costs |  |
| Savings Plans |  |
| Children’s Expenditure / Presents |  |
| Contingencies |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**TOTAL = Expenditure** (A)

**ESTIMATED INCOME**

|  |  |
| --- | --- |
| Income From Partner / Family |  |
| Other Income |  |
|  |  |
| **TOTAL = Income (B)** |

# 6.0 MILESTONE AND SCHEDULE

**Objectives**

## 6.1 Major Milestone

## 6.2 Key Success Factors

## 6.3 Risks and Contingencies

**Financial Risk**

**Risk and Mitigation Plan**

**Management**