**EXECUTIVE SUMMARY**

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| **Your Business’s** [**mission statement**](about:blank) **and/or** [**vision statement**](about:blank) |
| **Information about the owners of your Business** |
| **An outline of your Business model** |
| **The target market** |
| **The competition and what sets you apart** |
| **Your sales strategies and campaigns** |
| **Your Business’s current financial status, goals, projections (over at least three years), and needs** |
| **An implementation plan for bringing your business into the real world** |
| **Start-Up financing requirements** |

**THE BUSINESS CONCEPT**

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| **What is Your Business Concept?** |
| **What type of Business is it?** |
| **Briefly, what is the need for your business?** |
| **What is your Mission Statement?** |
| **What are your key objectives?** |

**KEY PEOPLE**

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| **Key People and their roles in Your Business** |
| **Positions to be held within Your Business** |
| **Finance & Funds held to fund the Business** |
| **Skills held** |

**MARKET RESEARCH**

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| **Your Market segments Targeted**  (Who will be my customers, where will I find them, what do they want in terms of quality, price, choice, etc. and where do they prefer to buy from? |
| **Market Research**  What have customers done in the past; what price they are likely to pay and how often and where they are they likely to buy? Consider age and social economic groups if relevant. |
| **Factors in the Remote Environment likely to influence Demand?** |
| **Competitor Analysis (key points)** |

**MARKET PLAN AND STRATEGY**

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| **Targeting Customers** |
| **Market Planning-Price** |
| **Market Planning – Place** |
| **Market Planning – Promotion** |
| **Your Niche** |
| **How Will You Stand Out from Competitors?** |
| **Sales Forecasts (one – three years)** |

**OPERATIONS**

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| **Production** |
| **Equipment** |
| **Location** |
| **Costs** |
| **Legal environment** |
| **Personnel** |
| **Inventory** |
| **Suppliers** |
| **Expenses and Overheads** |

**LEGAL ISSUES**

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| **Checklist of Expenses** |
| **Records to Keep** |
| **Handling Income tax** |
| **Handling Employing Other People** |
| **Handling VAT** |
| **Insurance Needed and Cost** |
| **Meeting Employment Law Requirements** |
| **Intellectual Property issues** |

**PRESENTING FINANCIAL FORECASTS IN YOUR BUSINESS PLAN**

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| **Sales Forecast** |
| **Start-up Costs** |
| **Running Costs – the day to day costs of operating the business** |
| **Salaries & Contracts of employees** |
| **Forecast Cashflow Statement** |
| **Forecast Balance sheet** |
| **Projected Profit & Loss account** |
| **Funding Requirements** |
| **Payback period** |
| **Accounting Rate of Return** |