

Business Plan

Set yourself up for success with
strategic planning.

Simply fill in the blanks to complete
your unique business plan.



Your name.....

Your business name.....

Day/Month/Year.....

Business description - What is your business and what do you do?

.....

.....

.....

.....

Executive Summary

(This is at the beginning but you complete this last!)

A brief overview of the whole plan.

Detail what you do, how your business will make money and why customers will want to buy your product or services.

Analyse your market

Who are your competitors?

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How do they compare to your offering - price/quality/customer service?

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What makes them stand out?

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Why will people choose you over them?

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What barriers will prevent people choosing you?

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What do your customers like about your products/services?

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What do they buy and why?

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Why do you get repeat business?

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Business Description in detail

What is your business?

.....

What do you do?

.....

How did you get started?

.....

What is the current position of your business?

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Vision Statement

This describes the long-term objectives of your business.

Mission Statement

The mission statement states how you will achieve the objectives of your vision statement - defines the purpose of your business.

Business Goals

Aim for at least 4 to 6 goals ..Make sure that they are SMART
Specific...Measureable...Attainable...Realistic...Timely

GOAL 1

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GOAL 2

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GOAL 3

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GOAL 4

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GOAL 5

.....

GOAL 6

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Management Team/Employees

(Leave blank if this does not apply to you)

What are your employees roles?

How do they work together?

Do they all know what is expected of them?

Operations

Plans for the future

Premises - where do you work now (from home, office etc)

If your business expands, what premises will you need?

Who are your suppliers? Do you have a back-up if they are not available?

Is there any training that you need to do to move your business forward?

Any equipment that you need to invest in?

What happens if you get overrun with orders/work? Can you keep up with packaging, posting, producing stock etc?

Financials

Keep a record of what you spend and what you receive.

Are you likely to have a cash flow problem in the future?

How are you going to deal with it?

How much does your business cost to run at the moment, e.g. monthly outgoings?

How much will your business cost to run in one year....in three years....in five years...just a rough forecast

Marketing Strategy

Just be very brief here as you can include more details in your marketing plan.

How will you market/promote your products to ensure the success of your business.

Risk Analysis

What could go wrong that would prevent you being able to do business?

How are you going to deal with it?

Detail your contingency plan..

Measurement

Measure what you do so you know what works and what doesn't work for your business.

List what needs to be measured...E.G. how many likes or comments you get on Facebook/Instagram/Twitter etc

How can you improve on each of your measurement criteria?

What does success look like to you?

Shout about your successes and document it here, so you have a record for next year's planning.

Now do your Executive Summary!