Business Plan

1. Executive Summary
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:

Other key personnel (including shareholders)

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

1. Business Overview

3a. Business goals

3b. What the business does

3c. What makes the business different

3d. SWOT analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

1. Market research

Trends in your chosen market are:

How you know this:

1. 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 you know this:

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

1. Competitor analysis

Competitor name

Strengths

Weaknesses

What information have you gathered on your competitors:

Competitive advantage:

1. Marketing

How and where will you promote your product/service?

1. 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):

1. Staff
2. Suppliers
3. Equipment