

# BUSINESS PLAN

## <COMPANY NAME>

<COMPANY ADDRESS, ETC>

<DATE>

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A one-page summary that SELLS your business idea and encourages the reader to read on.

Basic information about your business and the purpose of your plan.

Use this section to explain why you think you (and your team, if you have one) have the education, experience, network and creativity to design, produce and sell your craft.

Describe your business, its mission statement, trends in the industry and sector that you are entering, your targets, your employment expectations (may be important to County & City Enterprise Boards) and the legal status of the business. Include advisers here also. [This section is often combined with the Introduction.]

Use this section to describe your market (size, location, trends) and then to explain your marketing plan, including details of your customers, competitors, products/services price, distribution and promotion strategies, all leading to your sales forecast. Since your products are likely to be very visual, use photographs here rather than text. Include your future plans – short-term (1 year) and medium/long-term (3 to 5 years). Explain how you intend to get to these points.

Use this section to explain your products/service from a production perspective – how they are made, where materials are sourced from, how they are delivered, how you ensure quality, etc. Show how you estimate workload and staff numbers. Show that you understand your costings and how this relates to your pricing.



## **Summary of financial projections**

Summarise your financial projections here.

## **Funding**

Show what funding you need to start up and where you expect to source it (highlight your own contribution to this figure).

### **Detailed projections**

Show your detailed financial projections here – ideally, monthly profit and loss accounts and cashflows for three years and year-end balance sheets for the same period.

### **Other information**

Include as appropriate.