

# 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:

### **3. Business Overview**

3a. Business goals

3b. What the business does

3c. What makes the business different

3d. SWOT analysis

Strengths	Weaknesses
Opportunities	Threats

### **4. Market research**

Trends in your chosen market are:

How you know this:

## **5. 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:

## **6. Competitor analysis**

Competitor name

Strengths

Weaknesses

What information have you gathered on your competitors:

Competitive advantage:

## **7. Marketing**

How and where will you promote your product/service?

## **8. 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):

## **9. Staff**

## **10. Suppliers**

## **11. Equipment**