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# Business Plan

**[Company Name]**

**[Year]**

**Prepared by [Name]**

**[Date]**

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# **Table of Contents**

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# **Business Summary**

## About the company

Describe the origins, ownership, history, management and activity of your business. If it is a start-up business, describe the business concept.

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## Your products and services

Summarise the product or service that your business will sell.

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## The market

Describe the market in which you will operate. Include the size and growth potential of the market.

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Describe the segments you will be targeting, your anticipated market share of those segments and your positioning within them.

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## The business potential

Outline your business’s competitive advantages.

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Describe your business’s directions for growth.

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## Mission, goals and objectives

If you have a mission statement, write it here.

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Clearly state your business objective, including performance measures and a deadline for achieving each one (often these will be annual targets).

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## Strategies

Summarise your product, pricing, marketing, sales and distribution strategies.

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## Business structure

Outline briefly the organisational structure of your business and key management personnel.

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## Finance

State your key financial indicators here.

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Outline what finance is sought, how it will be used and how long you envisage it will take to repay.

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# **Structure and Management**

## Organisational structure

Describe the structure of the business, including the number of employees, the management team and founders. Draw an organisational chart to show this.

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Describe the key functions required by the business (eg marketing, sales, office administration, etc) and who will be responsible for each. Include any outside contractors you plan to use.

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Outline how you expect the number of employees and organisational structure to change as your business grows.

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## Key personnel

For each member of the management team, give a summary of their background, skills and experience (in particular, include any information that demonstrates a track record of sound financial management in running this type of business).

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Identify any skill gaps or weaknesses in your management team and how they will be overcome.

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# **The Market**

## Industry profile

Describe briefly what industry you are in and the major characteristics of the market.

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Outline the size of the market, its prospects for growth and any trends likely to impact on it in the future (such as political, demographic, fashion, consumer behaviour trends, etc).

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Outline any benchmarking figures available for your industry.

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## Competition

Describe each of the major competitors. Include relevant information on their size, market share, distribution channels, pricing strategy, target market, product lines, brands, etc.

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Describe any barriers to entry to the industry. How will you overcome them? How will your competitors react to your entry to the market and what will be your response?

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## Market segmentation

Describe how the customers in this market can be segmented into groups (this can be based on age, income, location, psychographic profile, company size, etc). Summarise the size and characteristics of each segment. It may be useful to display this information in a table.

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# **Operational Plan**

## Production

If you will be selling a product, describe how you will produce it. Describe the production processes involved (especially if they are unique to your business).

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Outline any policies regarding ‘make-or-buy’ decisions (which components of the product will be purchased and which operations will be performed by your workforce).

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Outline any strategic partnerships or supplier agreements that you have in place.

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What terms do you have from your suppliers (ie when are you expected to pay for goods)? Outline any conditions in place regarding minimum orders, notice required to terminate supply, other obligations, etc.

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## Premises, plant and equipment

Describe the premises necessary to operate your business. Include details of relevant lease details, property valuations, rental assessments, etc.

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Describe the plant and equipment required to run your business. Do you plan to lease or buy? What maintenance is required? What is the expected ‘life’ of the plant and equipment? How much will it cost?

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Discuss the reasons for the location of your business. Consider such things as foot traffic, proximity to suppliers and customers, access to workforce, etc.

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## Importing and exporting

If your business will be involved in importing or exporting goods, outline any agreements or letters of credit in place.

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# **Risks**

## Risk identification and mitigation

Outline the major risks to your business. What strategies will you employ to mitigate these risks?

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# **Implementation**

## Action plan

Identify the key milestones required to action the Business Plan and when each will need to be completed.

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# **Finance Plan**

## Capital requirements and funding proposal

Indicate what finance is required to operate the business and where it will come from. If you are seeking external lending or investment, outline what you require, what it will be used for and how you intend to repay it.

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## Current financial position

If your business is currently trading, include your financial records for the past year. This might include the Profit and Loss Statement and Balance Sheet.

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## Financial assumptions

Describe all assumptions used in preparing your financial forecasts.

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## Revenue projection

Provide a monthly forecast of your revenues for the next 12 months.

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## Cash flow projection

Provide a monthly forecast of your cash flows for the next 12 months.

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## Projected profit and loss

Provide a projected Profit and Loss Statement for your business. This will often be for the end of a six- or 12-month period.

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## Financial monitoring

Outline how you plan to monitor your financial performance on an ongoing basis.

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# **Governance**

## Governance

Outline your plans for ensuring adequate governance of your business.

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# **Appendices**

Include as Appendices any leases, contracts, research or supporting articles referred to in the body of the plan.

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