Remember to add your business name and logo.

Remember to delete any of the supportive notes under each heading.

Use the amount of space required, the length of your plan depends on the type of business and the depth of information you have produced.

Please consider carefully the circulation of your business plan as it will contain commercially sensitive information.

Other templates are available; choose the one that is best suited for your business.

Business Plan Template

for a

Pre-Start Up Business

Please note this template is a guide, help and support is available at <https://my.cumbria.ac.uk/Student-Life/careers/Student-Enterprise/>

**Table of Contents**

Owner(s) Personal Details Page

Executive summary Page

Legal status of the business Page

Key People and Roles and Responsibilities Page

Products / Services Page

Premises Page

Equipment Page

Market Research Page

Marketing Page

Competitors Page

Pricing Policy Page

Operations Page

Financial Forecasts Page

SWOT Page

Future Plans Page

Appendices:



Remember to include page numbers once your plan is complete.

Owner(s) Personal Details

|  |
| --- |
| Business Name: |
| Owner(s) Name(s): |
| Business Address: |
| Business Telephone Number(s): |
| Business email Address: |
| Home Address (if different from above): |
| Home Telephone Number: |
| Home Email Address: |
| Name of Business Adviser:  Date: |

**Executive Summary**

*This section is completed at the end and allows you to pull your business idea together and highlight the key facts that you may want to raise with your audience. Consider why the plan was developed and what it will be used for.*

# Legal Status of the business

*In this section, provide details of the legal format that the business will trade under, and who is involved?*

*Will the business operate as a sole trader, partnership, limited company, limited liability partnership…?*

*Where will the business trade from or be registered from?*

# Key People / Roles and Responsibilities

*Who will be involved in the business?*

*What are individual roles and responsibilities?*

*You may also consider individual levels of authority or undertake a skills analysis to identify any gaps.*

# Products / Services

*Provide details of the product / services that your business will sell, what is your USP?*

*How will you stand out in the market place…?*

# Premises

*You may wish to consider where your business will operate from; are the premises fit for purpose?*

*Will you operate from one location or several?*

*Do you need premises or will you operate from home?*

*What are the implications of this?*

# Equipment

*What equipment do you need to set up and run your business?*

*Do you have any of this equipment already? If so what is the life expectancy?*

*Will it need changing in the near future?*

# Market Research

*In this section, provide details of market research that you have undertaken and why you feel there is a market for your intended product / services.*

*Identify your target market, buying trends etc. This is an exciting part of the business plan as you can really begin to identify who your customers are, when they buy, how they buy, how often they buy. This is all essential information and you can collect it in a number of ways, it is also important to be a realistic when analysing your findings.*

# Marketing

*How will you reach your customers?*

*What is your marketing plan to assist you to generate income for your business? How will your business stand out in the market place? Include cost implications to deliver your marketing plan. These costs will also appear in your cash flow forecast.*

**Competitors**

*Who are your competitors?*

*How will you compete against them?*

*What is your competitors USP?*

**Pricing Policy**

*Provide details of your pricing policy in this section; remember to consider your margins!*

# Operations - Management Information and ICT

*What systems will you put in place?*

*What insurance cover and licences do you need?*

*Do you need to undertake a risk assessment?*

|  |
| --- |
| **Financials – Sales Forecast** |

*How many sales do you think you can make in your first 12months of trading?*

*Are there seasonal trends that impact on your business?*

*Use the information from your market research.*

|  |  |  |  |
| --- | --- | --- | --- |
| To the nearest £ | How Many? | X Average Selling Price | = Value of Monthly Sales |
| In a “High” month, what will your “average” sales be? |  |  |  |
| In a “Medium” month, what will your “average” sales be? |  |  |  |
| In a “Low” month, what will your “average” sales? |  |  |  |

Can you anticipate the sales peaks and troughs over a typical year, plot this on the chart below.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| High | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* |
| Med | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* |
| Low | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* |
|  | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec |

|  |
| --- |
| **Financials – Costs** |

*What are the things that you will need to purchase?*

*How much will these cost?*

*Do they need to be purchased outright or can you lease / hire them?*

|  |  |
| --- | --- |
| **Description** | **Cost £** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

*Are there any items which you current own that you can use in your business?*

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Value £ | Date Purchased | Life expectancy |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Financial Forecasts**

*Please complete the following financial forecasts:*

*(templates are available please request one if you have not already received one)*

* Cashflow forecast
* Sensitivity analysis
* Projected Profit and Loss

**Financing the Business Project**

|  |  |
| --- | --- |
| Total finance required :- | **£** |
| Capital Equipment |  |
| Working Capital (from cashflow) |  |
| **Total a)** |  |
| Funded by :- |  |
| Cash (capital introduced) |  |
| Bank Loan |  |
| Overdraft Facility |  |
| Grants or public funding (*please describe)*  1.  2.  3. |  |
| Other Loans (*please describe)* |  |
| **Total b)**  (*Total b) should agree with total a) above)* |  |

Optional – Calculation for your Business:

1. **Breakeven Calculation**

Fixed Costs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ = Break-even Sales £ \_\_\_\_\_\_\_\_\_\_\_

% Gross Profit

# Risk Analysis - S.WO.T.

*What are the strengths, weaknesses, opportunities and threats in your business?*

|  |  |  |
| --- | --- | --- |
| **SWOT Analysis** | | |
| **Reason for SWOT analysis:** | | |
| **Name:** | | |
|  | **Helpful** in the achievement of your desired objective(s) | **Harmful** to the achievement of your desired objective(s) |
| **Internal factors**  Strengths and weaknesses are internal to the organisation. E.g. skills shortages could be addressed by training. | **Strengths** | **Weaknesses** |
| **External Factors**  Opportunities and threats are external to the organisation and subject to external influences. E.g. Changes in legislation or technology. | **Opportunities** | **Threats** |

*Having identified your SWOT how will you address the issues highlighted or how will you make full advantage of your strengths of the potential opportunities?*

**Planned actions**

|  |  |  |
| --- | --- | --- |
| **Action 1** | **Target Date** | **Completed** |
|  |  |  |
| **Action 2** | **Target Date** | **Completed** |
|  |  |  |
| **Action 3** | **Target Date** | **Completed** |
|  |  |  |
| **Action 4** | **Target Date** | **Completed** |
|  |  |  |
| **Action 5** | **Target Date** | **Completed** |
|  |  |  |
| **Action 6** | **Target Date** | **Completed** |
|  |  |  |
| *Continue on a separate page if necessary* | | |

# Your Business - Future Plans

*Where would you like your business to be in the next 12 months, 3 years and 5 years?*

# Appendices

*Remember to list the appendices that you are including.*