

Get Started

IN BUSINESS : IN BLACKPOOL

info@blackpoolunlimited.com



[BlackpoolUnltd](#)



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The Business Plan

Name	
Business Name:	
Home Address:	
Business Address:	
Business Tel. No.	
Mobile Tel No.	
E-mail Address:	
Website:	
Anticipated Start Date:	

For additional business support, please contact us at
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Get Started

IN BUSINESS : IN BLACKPOOL

Contents:

1. Introduction
2. Business Background and Key Personnel
3. Organisation Aims and Objectives
4. The Product / Service Features / Unique Selling Proposition USP
5. The Market
6. S.W.O.T. Analysis
7. Advertising & Promotion
8. Legal Matters
9. What if?
10. Conclusion

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The Business Plan

1

Introduction

Summary of your business plan

WRITE THIS LAST • Overview of what you are doing • Couple of paragraphs

Anticipated date of commencement

Goal for you • Helps us prioritise

Legal structure of company

Sole Trader / Limited Company • Not sure go to WWW.GOV.UK

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Business Background and Key Personnel (CV's attached)

Skills / Experience / Curriculum Vitae

- Detail previous experience – in relation to the business
- CV - as an 'appendix' at the back of the plan
- CV - essential for Start Up / NEA Loan

Key people

- You – anyone else? Name them (employed or volunteers)
- Responsibilities – who will do what
- Their experience linked to running a business

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3 Organisational Aims and Objectives

Vision

- Quick / snappy overview with numbers
- 1 paragraph max

Quality / Quantity

- Give numbers/detail to measure against
- e.g. 100 sales a day, £20k turnover, 300 FB likes,
- Open 7 days a week, open 8am to 6pm

The Business Plan

3 Organisational Aims and Objectives

1 year objective / targets

2 year objective / targets

3 year objective / targets

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4 The Product / Service Features

What are you actually selling?

List products or explain services on offer

Purchase pattern / benefits

- *Sandwiches or sofa*
- *Homemade or high end*

New / additional products

- *What comes next*
- *How keep improving*

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4 The Product / Service Features

Supplier research

- *Who are your potential suppliers*
- *Where, why them and what price*
- *Use COBRA - (via Blackpool Library/Online Services www.blackpool.gov.uk)*

Unique Selling Point (USP)

- *What is special about product / service?*
- *How do you compare on price?*
- *What makes you different?*
- *Why buy from you?*

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Market Research

What do you know about your customers?

Demographics – e.g. age range / spending power / where are they

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Market Research

Customer groups

- *Individuals / Homeowners / Landlords*
- *To quote numbers of customers www.neighbourhood.statistics.gov.uk*

Customer group	Customer wants	How do you know	Spending Pattern

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Market Research

Trends in Market – quotes from official articles/surveys

- Use COBRA/ Keynote (via Blackpool Library/Online Services www.blackpool.gov.uk)
- Use Google – look up 'statistics'

Trends in Market	How do you know this?
<i>EXAMPLE 80% of households have a dog.</i>	<i>Pet's at home survey 2014. www.whateverthewebsite.co.uk</i>

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Market Research

Competitors

- Use Google / Yell.com
- Full details – name / address
- Strengths / weaknesses

Competitor Name & location	Strengths	Weaknesses

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S.W.O.T. Analysis

- **Strengths**

What's good about you and the business?

- **Weaknesses**

What do you need support with?

- **Opportunities**

What's going on in the area?

- **Threats**

What might change?

Strengths

Weaknesses

Opportunities

Threats

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7 Advertising and Promotion

USE:COBRA *Business Opportunity Profile and general information sheets - good starting point*

Social media

- *What use and how*
- *Frequency of use*

Written media

- *Magazines / newspapers*
- *Blogs on connected websites*

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7 Advertising and Promotion

Word of Mouth / Networking

- *How encourage*
- *Networking groups*

Giveaways

- *Competition prize / Raffle prize*
- *Be careful*

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Legal Matters

USE:COBRA *Business Opportunity Profile and general information sheets - good starting point. Associations / membership bodies can be very helpful.*

Insurance / Permission / Licences

- Stock / equipment / staff
- Home office / shop / waste / trading

Health & Safety

Responsibilities / risk / fire safety / COSHH

Terms & Conditions

Customer rights / distance selling

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Legal Matters

Data Protection / CCTV

- *Personal information*
- *Register with appropriate body*

Other

- *Terms and conditions*
- *Payment policies*
- *Distance selling rules*
- *Specific rules for your business / industry*
- *Premises – use Property Locator - www.blackpoolunlimited.com/property-locator*

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What if?

10 to 15% less income

- *Have you got a contingency?*
- *What will you do?*

Customers delay paying

- *What can you do to prevent a delay?*
- *Deposit / Half upfront*

Sickness / Injury

Insurance / Family help out?

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Conclusion

Why will this business work?

- *Why is it so fabulous*
- *Show off your passion*
- *Talk about your commitment*
- *Highlight the best bits*
- *Show off a little*

SUMMARY – go back and write it now!