**Business Plan**

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| --- | --- |
| **Name** |  |
| **Business name** |  |
| **Home address** |  |
| **Business address** |  |
| **Business Tel. number** |  |
| **Mobile Tel. number** |  |
| **Email address** |  |
| **Website** |  |
| **Anticipated start date** |  |

**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

**1. Introduction**

**Summary**

* 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](http://www.gov.uk/)

**2. 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

## 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

**1 year objective / targets**

**2 year objective / targets**

**3 year objective / targets**

**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
* **Supplier research**
  + Who are your potential suppliers
  + Where, why them and what price

Use COBRA - (via Blackpool Library/Online Services [www.blackpool.gov.uk](https://www.blackpool.gov.uk/Residents/Libraries-arts-and-heritage/Libraries/Blackpool-libraries.aspx))

**Unique Selling Point (USP)**

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

**5. Market Research**

* **What do you know about your customers?**
  + Demographics – e.g. age range / spending power / where are they
* **Customer groups**
  + Individuals / Homeowners / Landlords
  + To quote numbers of customers [www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk)

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| --- | --- | --- | --- |
| **Customer group** | **Customer wants** | **How do you know** | **Spending Pattern** |
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**Trends in Market – quotes from official articles/surveys**

* + Use COBRA/ Keynote

(via Blackpool Library/Online Services[www.blackpool.gov.uk](https://www.blackpool.gov.uk/Residents/Libraries-arts-and-heritage/Libraries/Blackpool-libraries.aspx))

* + Use Google – look up ‘statistics’

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| --- | --- |
| Trends in Market | How do you know this? |
| EXAMPLE  80% of households have a dog. | Pet’s at home survey 2014.  [www.whateverthewebsite.co.uk](http://www.whateverthewebsite.co.uk) |
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* **Competitors**
  + Use Google / Yell.com
  + Full details – name / address
  + Strengths / weaknesses

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| --- | --- | --- |
| **Competitor Name & location** | **Strengths** | **Weaknesses** |
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## 6. 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 |

**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
  + Topic websites or discussion boards
* **Written media**
  + Magazines / newspapers
  + Blogs on connected websites
* **Word of Mouth / Networking**
  + How can you encourage word of mouth
  + Networking groups
  + Other networks – through hobbies / religion / work / family
* **Giveaways**
  + Competition prize / Raffle prize
  + Be careful

**8. 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
  + Music licence (premises)
* **Health & Safety**
  + Responsibilities / risk / fire safety / COSHH
* **Terms & Conditions**
  + Customer rights / distance selling
* **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](http://blackpoolunlimited.com/property-locator)

###### 9. 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 / Holiday**
  + Insurance / Family help out?

**10. 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!