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| **CONTACT INFORMATION** | |
| Business name: |  |
| Business activities:  What the business does. |  |
| Start date: |  |
| Business owner: |  |
| Business/home addresses: |  |
| Legal structure of business:  Eg sole trader, partnership, ltd company. |  |
| Phone numbers: |  |
| Email address: |  |
| Website: |  |
| Bank: |  |
| Accountant: |  |
| Solicitor: |  |

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| **BUSINESS OVERVIEW**  An Executive Summary of the whole business plan – best completed at end. |
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| **BUSINESS ACTIVITY**  **Products & Services**  What products/services you’ll provide and how they’re different from your competitors (eg price, quality, availability, customer service, guarantees). |
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| **Pricing**  How you’ll set your selling price (based on eg hourly rate, mark-up on materials, discounts) and when customers will pay (eg deposits, credit). |
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| **MARKETPLACE** |
| **Customers**  What type of customers you’ll target (eg general public, business), their characteristics (eg age, gender, size of business) and location (eg local community, central Scotland, worldwide). |
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| **Competitors**  Who they are and their respective strengths/weaknesses. |
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| **Suppliers**  Who’ll supply you with what (eg materials, stock, services) and when you’ll pay them (eg cash with order, credit). |
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| **Research**  What are the key market trends and their associated opportunities/threats for your business. |
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| **RESOURCES** |
| **People**  Your key people’s experience and qualifications, their roles and how much time they’ll spend on activities (eg selling, preparing quotes, delivering services, book-keeping), plus details of any back-up in case of ill health. |
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| **Premises**  Where you’ll be based (home, business premises), your rent and rates, any repairs/refurbishment required, lease conditions and length, and planning permission. |
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| **Tools & Equipment**  What equipment you already own and what you’ll need to purchase/lease. |
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| **Stock**  What initial stock you’ll need, how much it’ll cost and where you’ll keep it. |
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| **Advertising & Promotion**  How potential customers will get to know about your business (eg adverts, directories, word of mouth, referrals from other businesses, mail shots, website, business cards, brochures, flyers). |
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| **Insurance**  What insurance you’ll have (buildings and contents, public liability, employer’s liability, product liability). |
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| **Legal Issues**  What licences are required, trademark/patent/copyright matters, data protection, and health & safety. |
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| **Funding Summary**  Your main items of expenditure and how you’ll fund them (cash, loans, grants). |
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**FINANCIAL FORECASTS**

Estimate the sources and timing of money into the business, and what you’ll use it for.