

Business Plan Template

Whether you're starting out, or looking to grow, Business Gateway can offer expert, impartial advice, support and local workshops all for free.

- Use this template to ensure the viability of your business proposition and give potential investors the information they need to determine whether your vision is one they can invest in.
- This Business Plan template will guide you through everything you need to include, with plenty of advice on how to approach each section.
- And don't worry, with our help it's not as difficult as you might think.

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Don't forget

Discard this introduction sheet before submitting your plan



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Name:

Business Plan for:

(Please use this template in conjunction with the guide [Prepare a business plan](#))

Document Version:	
Date:	
Completed by:	

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1 Executive summary (We suggest you complete this section after you have completed the other sections of the Business Plan).

2 Business details

Company name:

Address:

Telephone number:

Legal status:

The business will: (Provide a brief description of what your business will do)

3 Key personnel

Details of owner(s):

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Most recent salary £

Other key personnel (including shareholders):

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Most recent salary £

Vision

4 The business idea

Sum up your business idea:

5 Business goals

1. What do you want to achieve in your first year of business? (for example, turnover of £100,000 or trading at breakeven)

-

-
2. Where do you see your business in 3-5 years' time?

-

6 What the business does

Product/service	Features	Benefits
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

7 What makes the business different

Your product/service is unique or different compared with the competition because:

-

8 Legal requirements (including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are:

- 1.

You will meet your legal and insurance requirements by:

- 1.

11 Profiling competitors

Competitor name	Strengths	Weaknesses
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

How you can improve on their offer and/or price(s):

-

12 Managing market risks

Write down the risks you have identified:

- 1.

How will you manage these risks so that they become less of a threat:

- 1.

13 Pricing

How you can calculate your prices:

-

How your prices compare with the competition:

Product/service	Your price(s)	Range of competitor prices (per unit)
	£	£
	£	£
	£	£
	£	£
	£	£
	£	£
	£	£

Reasons for the difference between your price(s) and your competitors' price(s):

-

14 Promotion and advertising

How and where will you promote your product/service?

-

18 Equipment

Resource	When	How funded	Cost £ per unit
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£

19 Managing operational risks

Risk	Solution
Staff •	•
Suppliers •	•

Finance (The financial section of the template is intended for business planning purposes only. If financial tables are to be used for any other purpose other than cash flow management, then we strongly recommend you consult an accountant or tax advisor)

Please double click in the table below to access the embedded Microsoft Excel sheets to input your figures, Microsoft Excel will automatically update the total for you. If you do not have access to Microsoft Excel you can use the link below this table and save the file onto your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the file into this software. Please note that all tables can be customised and additional rows and categories can be added.

20 Start-up costs

Calculate how much money you need before you start trading

Equipment	0
Stock	0
Tools	0
Vehicles	0
Professional fees	0
Insurance	0
Rent/rent deposit	0
Stationery	0
Marketing	0
Consumables	0
Licences	0
Training	0
Association fees	0
Wages/recruitment	0
Security/health and safety equipment	0
Market research costs	0
Other (please specify)	0
	0
	0
	0
	0
	0
	0
	0
	0
TOTAL £	0

* Total from here should be used in 22 Sourcing finance below

You can also [download the start up costs table shown above in Microsoft Excel format.](#)

Personal survival budget

Estimated annual personal expenditure (this helps you work out the minimum amount you need to earn from your business in the first year and how much money you might need to borrow to start the business)

Estimated expenditure	£
Mortgage and/or rent	0
Council tax	0
Utilities (gas, electricity, water etc)	0
Personal and property insurance	0
General housekeeping expenses (food etc)	0
Phone and internet	0
Car tax and insurance	0
Car running expenses	0
HP repayments	0
Hire charges	0
Subscriptions to journals, professional bodies, etc	0
Savings plans & pension contributions	0
Contingencies	0
Tax	0
National Insurance	0
Other: please specify	0
	0
Total personal expenditure	0

Estimated personal income (after tax)

Income from family, partner (total)		0
Other income (<i>specify the source</i>)		0
Total personal income		0

Total survival income required from the business (after tax)	0
---	----------

Current income

£

21 Profit and loss forecast

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total expected sales	0	0	0
Less variable costs	0	0	0
Gross profit (sales less variable costs) =	0	0	0
Calculate your gross profit margin % (gross profit divided by total sales x 100) (A)	0	0	0
Salaries/wages (survival income + any staff)	0	0	0
Premises (including rent, rates, utilities)	0	0	0
Telephone and broadband	0	0	0
Printing, post and stationery	0	0	0
Advertising and promotion	0	0	0
Bank charges	0	0	0
Professional fees	0	0	0
Insurances	0	0	0
Bank/HP/Interest (payable to your bank)	0	0	0
Stock	0	0	0
Consumables	0	0	0
Equipment and vehicle leasing	0	0	0
Depreciation	0	0	0
Other (please specify)	0	0	0
Other	0	0	0
Other	0	0	0
Total fixed costs	0	0	0
Net profit (gross profit less fixed cost)	0	0	0
Calculate your net profit margin (net profit divided by total sales x 100)	0	0	0
Calculate your break even	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total variable costs + total fixed costs (B)	0	0	0

You can also [download the profit and loss forecast table shown above in Microsoft Excel format.](#)

22 Sourcing finance

Total borrowing requirement for the business

		£
Start-up costs		0
Personal start-up contributions	-	0
Other start-up contributions	-	0
Total required	=	0
The assets you have available as security		
	=	0

23 Managing financial risks (such as, sales are less than forecasted or start-up finance takes three months longer to obtain)

The risks that you have identified for your financial forecast are:

1.

How you will minimise their impact:

1.

24 Cash flow forecast (Click on the tabs within the Microsoft Excel sheet to view the second 6 months and summary)

	Start-up 0		1		2		3		4		5		6		TOTAL	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
INCOME																
Cash from sales (incl. VAT)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash received from debtors	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital/loans received	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other (please specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL £	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPENDITURE																
Wages to staff (incl. PAYE & NI)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Premises (rent, rates & utilities)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Telephone & Broadband	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Printing, post & stationery	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Advertising & promotion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bank charges	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Professional fees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurances	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bank/HP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equipment & vehicle leasing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Payments relating to variable costs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Payments	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VAT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Owner's wages/salary	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Owner's National Insurance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan repayments (incl. interest)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Stock	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumables	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other (please specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL £	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Income less expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Opening bank balance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Closing bank balance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

You can also [download the cash flow forecast table shown above in Microsoft Excel format \(XLS, 64K\)](#).

For information around accessibility please click [here](#).