

Business plan format

[Company Name]

Executive Summary

Includes an overview of:

- Business Concept
- Current situation
- Financial situation/needs

Business Concept

Include details around your business idea or the future growth of your business.

Vision

What is your vision for your business?

What is your clear and easily articulated brand promise?

What is your core proposition and how is it different from your competitors?

How do you want your clients to think about your business?

Research

Detailed research about:

- Customers
 - Who are they?
 - Where are they?
 - What are their needs/wants?
- Competitors
 - Who are they?
 - What are their products/services?
 - What is their pricing structure?
- Industry
 - An overview of your industry

- How the industry has/could change?

SWOT Analysis

- Strengths
 - What are your strengths?
 - What is your business strengths?
 - What is your product/services strengths?
- Weaknesses
 - What are your weaknesses?
 - What are your business weaknesses?
 - What are your product/services weaknesses?
- Opportunities
 - What is the opportunity for your business?
- Threats
 - What threats exist?

Strategy

What is your strategy for delivering on your brand promise?

What is your strategy to enter/expand your market?

How are you going to implement that strategy?

Products/Services

What are your Product(s)/service(s)?

What is your point of difference?

What are the opportunities to develop your products/services in the future?

Marketing and sales

What are your sales goals?

What is your Marketing and Sales strategy?

- Advertising
- Direct mail/email
- Promotions/incentives
- Public Relations
- Trade shows

Operations

Who are the key personnel and what role do they play?

How is your business structured?

Where is your business based?

How do you deliver your product(s)/service(s)?

What is the role of customer service?

What production facilities are required?

Creating the financials of the business plan

What capital do you have?

Likely expenses to get started

Likely sales and income generated

Cost to produce goods/services

Ongoing running costs of business

Include a:

- Balance sheet
- Profit and Loss Statement
- Cashflow Statement