

Business Plan for a ...

Name of Promoter:	
Address:	
Telephone:	
Fax:	
E-Mail:	
Website	

Executive Summary

(Please complete this section after you have completed the other sections of the Business Plan)

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1. Introduction

(Write a short paragraph on the business and detail the contents/layout of the report)

2. Business details

3. Business Description

3.1. Details of the Enterprise

Name of Enterprise

Legal status

Address

Telephone number

Contact Person and details

Name:

Position:

Telephone Number (office):

Telephone Number (mobile):

Email:

3.2. About the Industry

3.3. Brief description of business (including products and services)

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

3.4. Mission Statement

3.5. Experience of the Promoter(s)

3.6. Business goals

(What do you want to achieve in your first year of business? Use as many fields as is applicable and add more if you need to; for example, business goals could pertain to turnover/sales, profit, market share, ...)

-
-
-
-
-

Where do you see your business in 3 years' time?

4. Market and Competitor Analysis

4.1. Defining the Market

4.2. Market Share Projections

4.3. Analysing Competition

4.4. Competitor Grid

Competitor name	Products and services	Strengths	Weaknesses
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•

4.5. Business Positioning

4.6. What makes the business different

Your product/service is unique or different compared with the competition because: (Use as many fields as is applicable and add more if you need to.)

-
-
-
-
-

5. Marketing Plan

5.1. Marketing Strategy

5.2. Product

5.3. Price

5.4. Promotion

5.4.1. Advertising

5.4.2. Public Relations

5.4.3. Sales Promotion

5.4.4. Direct Selling

5.5. Place

5.6. Sales Potential

6. Operations Plan

6.1. Location of the business (space/building, etc.)

6.2. Size and capacity

6.3. Process

6.4. Lease or ownership details

6.5. Suppliers

(Your key suppliers and their credit terms: (Use as many fields as is applicable and add more rows if you need to.)

Supplier	What you'll buy from them	Number of days' credit
•	•	•
•	•	•
•	•	•
•	•	•

•	•	•
•	•	•
•	•	•
•	•	•

6.6. Equipment, Furniture & Fixtures

Resource	When	How funded	Cost Rs. per unit
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.

6.7. Future Expenditures /Technology Requirements

Resource	When	How funded	Cost Rs. per unit
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.
•	•	•	Rs.

7. Human Resource Plan

7.1. Organisational Structure

7.2. Key personnel

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:

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:

Name(s):

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:

7.3. Human Resource Requirements

Position	Department	Key Responsibilities	Qualifications	Number

7.4. Key HRM Issues

Hours of Operations	
Training & Development	
Performance Management	
Health & Safety	
Remuneration and benefits	

7.5. Other HR Issues

8. Financial Plan

8.1. Introduction

8.2. Income Statement

8.3. Cash Flow Statement

8.4. Balance Sheet

9. Assumptions and Critical Risks

9.1. Assumptions

9.2. Critical Risks

Write down the risks you have identified: (Use as many fields as is applicable and add more if you need to.)

- 1.
- 2.
- 3.
- 4.
- 5.

How will you manage these risks so that they become less of a threat: (Use as many fields as is applicable and add more if you need to.)

- 1.
- 2.
- 3.
- 4.
- 5.

References

Appendix