



BUSINESS PLAN TEMPLATE

The following business plan template has been created for pre-start individuals by PNE Enterprise. This template is for guidance only. It has been created with those looking for funding and property in mind and because of this, we recommended that no part of the template is deleted.

Please do feel free to add to this document and brand it according to your own individual and business needs.

If you require assistance in completing this business plan please do not hesitate to get in touch with PNE Enterprise at 0191 230 6410 or bss@pne.org

PNE Enterprise is a support organisation based in Newcastle upon Tyne, North East of England, which offers free advice and support to those looking to start-up and/or expand their businesses.

Business name and logo here

Pre-start business plan

Owned by

Business owners name(s)

About the business plan

A business plan can be, and should be, written for a number of different reasons with the most important reason being FOR YOU.

It should be written by the person or persons looking to set up the business, with advice and guidance from the advisor and/or mentor.

Your business plan should not be written for you

A pre-start business plan is written before you start trading and can be used to apply for funding to start-up the business in the form of grants, loans, competitions, investments as well as premises. It is primarily used as a method of getting all your ideas and issues down on paper.

Please remember, although you should write your own business plan you do not need to do it alone. There are plenty of free places to go to for advice which can come in the form of one-to-one support from a business counsellor, online support from a number of websites, and/or training courses and workshops.

Guidance on completing this template

The business plan is for guidance only and should not just be literally answered.

Ideally, you will write your business plan with the guidance of a business advisor and/or training counsellor. If you do not have either of these and do need help then please contact PNE Enterprise on 0191 230 610 or bss@pne.org

Always start a business plan by completing sections from top to bottom with what you already know, in as much detail as you possibly can, then ideally send this to your business advisors for an initial check.

Once you are happy with your business plan please feel free to brand it and style it to suit your overall brand.

Again, we cannot stress enough that this template is for guidance only and should not be literally completely.

Take your time, enjoy it and make it your own.

Good luck!

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Business contact details

Business name:

Write your business name here.

Owner's name (or owners' names):

Owner(s) name(s).

Business address:

Write your registered business address here including postcode.

Business telephone number:

Write your telephone number including area code here.

Business email address:

Write your email address here.

(if appropriate)

Business website address:

Write your website address here.

(if appropriate)

Date:

Month/year this plan was last updated.

Executive summary

This section of the plan should be written last. It is designed to summarise what is written in the plan to come.

1. Describe your business in 1 paragraph / 4 sentences.
2. Summarise your customers and your geographical coverage.
3. Explain why the business will succeed and why it will attract customers, also include any customer you already have.
4. Summarise your expected cash flow for a minimum of 12 months in the form of turnover and profit.

Business opportunity, products and services

Overview of the business

Summarise your business using 'Kipling's Tool' i.e. who, what, where, when, how and why.

When did you start trading or are aiming to start trading?

Where will the business be running from and is this different from your registered address?

Are you taking over the business? i.e. is this business a franchise or an already established business you are buying?

What is the legal structure of the business? Please state the Company Registration Number if applicable.

Where will the business be in 5 years time? (e.g. geographical coverage/employing people)

The business owner/manager(s)

What experience does the owner/manager(s) have in this type of business? (e.g. work experience)

What makes the owner/manager(s) committed to the business being successful? (e.g. a family project)

List in detail the owner/manager(s) education, qualifications, work experience and training.

What business related training has the owner/manager(s) undertaken or is due to start?

Is there any training needed in the near future that will help you and the business?

Products and services

This section should be used to provide the bulk of information regarding what your business will actually be doing.

Describe and explain in as much detail as possible the different services you will be offering and the different products you will be selling. Feel free to include pictures or product descriptions.

What makes your product(s) or service(s) different from those offering similar product(s) or service(s)? (i.e. your unique selling point)

How can your product(s) or service(s) be developed further?

Do you have any Intellectual Property such as patents, trademarks or copyrights?

Markets and competitors

The market

Who are your customers?

What do you know about your customers? (i.e. demographics and psychographics)

Has anyone shown an interest in your business and what it will offer?

How big is your target market?

Are there any statistics regarding your business area that can give you more information about your customers and your market? (Don't forget to state where your information was obtained)

Are there times in the year when your sales will be high or low?

Are there any future trends you know of that may impact your business?

Competitors and competition

Are there any businesses you would perceive as your competition?

What information do you know about the way their business operates?

What share of the market do they have?

What is their unique selling point (USP)?

How do your competitors market themselves?

Is there anything else that will stop people from using your business? (i.e. preferences such as eating at home instead of at a restaurant)

The future

What changes do you hope/expect to happen as your business progresses?

Where do you think your business will be in:

- 12 months' time?
- 3 years' time?
- 5 years' time?

How will your competitors react to these changes?

What will give you the advantage over your competitors?

Marketing and Sales

Position

How will you position your business in the market (i.e. how would you like your customers to perceive you and your business)

	High	Medium	Low
Cost/price			
Customer service			
Quality			
Anything else?			

Attracting and keeping customers

Where do your customers go to find information on businesses such as yours?

In your first few months, what printed marketing materials will you use?

How will you measure their success in attracting new customers?

What online/web-based marketing will you use to attract new customers?

How will you measure their success in attracting new customers?

Is there any marketing you know you will implement when the business has started trading i.e. website?

When do you aim for this to be ready?

What methods will you use to keep your established customers?

Pricing and selling

How much will you charge for your different products and services?

Will you have different prices for individuals and business to business transactions? If so, why?

Will you offer any discounts? *Be careful as this must be financially justified.*

How will people pay for your product/service? (i.e. cash, cheque, PayPal)

Operations

Location

Where will your registered address be?

What is your long-term commitments to this property? (i.e. rented, mortgaged)

What are the advantages and disadvantages of this location?

Are there any other locations you require for the business other than your registered address? (i.e. office space, storage space, garage)

Production facilities

What do you need to create within your business?

Will you do this yourself or outsource, is so to who and why?

What equipment do you require for your business? (i.e. computer, machinery)

Will you need investment?

Resources

How long will it take you to make a product to be sold or to deliver a service?

How many bookings or orders will you be able to handle in

- A week?
- A month?

Will you be able to meet your demand on your own or will you employ staff to help?

Can you create or deliver the item, find new customers and manage the business alone or do you need help?

Management information systems

Have you put procedures in place for the following:

- Stock control?
- Account management?
- Quality control?
- Performance?
- Anything else?

If your business was to expand, could they cope? If not, what do you need to do?

Information technology

What IT equipment do you need for the business?

Do you already have it or is it to be purchased?

Do you have a back-up strategy?

Do you have or need a website?