BUSINESS PLAN

1. Executive Summary Overview of your entire business plan: Mission, vision, goals, and unique value proposition: Team and Funding: 2. Business Details 2a. Company Company Name: Address: Telephone number: Legal Status: The business will: 2b. Key personnel Details of the owner(s): Name: Position/main responsibilities: Experience and knowledge of the industry: Previous employment:

2c. Other key personnel (including shareholders)

Name:

Position/main responsibilities:

Experience and knowledge of our industry:



3. Business Overview
3a. Business goals:
3b. What the business does:
3c. What makes the business different:

3d. SWOT analysis:

Strengths	Weaknesses
Opportunities	Threats

4. Market research

Trends in your chosen market are:

How you know this:

5. Market Overview

The customer groups you will be selling to are, and the size of the market is:

Your customer research has shown what your customers want is:

How do you know this:

How many customers/clients do you require and what will you sell them:

6. Competitor analysis

Competitor name:

Strengths:

Weaknesses:

What information have you gathered on your competitors:

Competitive advantage:



7. Marketing

How and where will you promote your product/service?

8. Pricing

How you can calculate your prices:

How your prices compare with the competition:

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

9. Staff

10. Suppliers

11. Equipment