**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**