

BUSINESS GATESHEAD.

Business Plan Pack

INVEST PROSPERITY GOALS QUALITY GROWTH PROU
FUTURE JOBS TRANSFORM OPPORTUNITIES CAREER
STIMULATING TRAINING SKILLS EXCITING HONEST SU
TECH ADVICE INVEST BUSINESS GOVERNMENT EMPLO
BRAVE SUCCESSFUL CREATIVE APPROACHABLE CUTTI
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Welcome

You've got a business idea. You've decided to start a business. You want to get going.

But there's a lot more to a good business than a good idea. You need to think things through to maximise your chances of success. Things like:

- Are you the right person to run the business?
- Will customers like your product?
- How will I finance my idea?

A business plan will help you turn an idea into a business helping you to go through all parts of your business to plan how everything will work. It will take a few weeks to write if you're going to do it properly although the best business plans aren't long and complex; they explain only the most important information:

- what you want to achieve
- how you will get there, and
- the things you need to do along the way.

It's best to tackle a business plan in small chunks. You can use the information in this guide to help you complete the sections. Some parts will be easier to complete than others, but Business Gateshead is here to help.

FREE tailored support is available for pre-start and early stage businesses. Programmes of support included 1:1 advice, workshops, master classes, events and networking covering a variety of topics from Business Planning, Finance, Marketing and Sales.

Getting started

Whose plan is this?

Business and owner details

Business name:

Owner(s) name:

Business address and postcode:

Business telephone number:

Business email address:

Home address and postcode *(if different from above):*

Home telephone number *(if different from above):*

Home email address *(if different from above):*

Section one

Executive summary

1.1 Business summary:

1.2 Business aims:

1.3 Financial summary:

Elevator Pitch

1.4 Your business name:

1.5 Strapline:

1.6 Elevator pitch:

Section two

Owner's background

2.1 Why do you want to run your own business?

2.2 Previous work experience:

2.3 Qualifications and education:

2.4 Training:

Details of future training courses you want to complete:

2.5 Hobbies and interests:

2.7 Additional information:

Section three

Products and services

- 3.1 What are you going to sell?
- a product
 - a service
 - both

3.2 Describe the basic product/service you are going to sell:

3.3 Describe the different types of product/service you are going to be selling:

3.4 If you are not going to sell all your products/services at the start of your business, explain why not and when you will start selling them:

3.5 Additional information:

Section four

The market

4.1 Are your customers: individuals businesses both

4.2 Describe your typical customer:

4.3 Where are your customers based?

4.4 What prompts your customers to buy your product/service?

4.5 What factors help your customers choose which business to buy from?

4.6 Have you sold products/services to customers already? yes no

If you answered “yes”, give details:

4.7 Have you got customers waiting to buy your product/service? yes no

If you answered “yes”, give details:

4.8 Additional information:

Section five

Market research

5.1 Key findings from desk research:

5.2 Key findings from field research – customer questionnaires:

5.3 Key findings from field research – test trading:

5.4 Additional information:

Section six

Marketing strategy

What are you going to do?	Why have you chosen this marketing method?	How much will it cost?
EXAMPLE: Set up a business page on Facebook	To start promoting my service online and use Facebook ads	Free to set up but may allocate £100 to ads

Section seven

Competitor analysis

7.1 Table of competitors

Name, location and business size	Product/service	Price	Strengths	Weaknesses

7.2 SWOT analysis :

Strengths	Weaknesses
Opportunities	Threats

Unique Selling Point (USP):

Section eight

Operations and logistics

8.1 Production:

8.2 Delivery to customers:

8.3 Payment methods and terms:

8.4 Suppliers:

Name, location of supplier	Items required and prices	Payment arrangements	Reasons for choosing supplier

Operations and logistics continued

8.5 Premises:

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8.6 Equipment

Item required	Already owned?	If being bought		
		New or second hand?	Purchased from	Price

Operations and logistics continued

8.7 Transport:

8.8 Legal requirements:

8.9 Insurance requirements:

8.10 Management and staff:

8.11 Additional information:

Section nine

Costs and pricing strategy

Product/service name:	
A	Number of units in calculation <input type="text"/>
B	Product/service components
	Components cost
C	Total product/service cost <input type="text"/>
D	Cost per unit <input type="text"/>
E	Price per unit <input type="text"/>
F	Profit margin (£) <input type="text"/>
G	Profit margin (%) <input type="text"/>
H	Mark up (%) <input type="text"/>



Section ten Financial forecasts

10.1 Sales and costs forecast

Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
A Month name													
Sales forecast													
B Product/service													
C Product/service													
Costs forecast													
D Product/service													
E Assumptions (e.g. Seasonal trends)													

10.2 Personal survival budget

Section		Monthly cost (£)
A Estimated costs	Mortgage/rent	
	Council tax	
	Gas, electricity and oil	
	Water rates	
	All personal and property insurances	
	Clothing	
	Food and housekeeping	
	Telephone	
	Hire charges (TV, DVD etc.)	
	Subscriptions (clubs, magazines etc.)	
	Entertainment (meals and drinks)	
	Car tax, insurance, service and maintenance	
	Children's expenditure and presents	
	Credit card, loan and other personal debt repayments	
	National Insurance	
Other		
B Total costs		
C Estimated income	Income from family/partner	
	Part time job	
	Working tax credit	
	Child benefits	
	Other benefits	
	Other	
A Total income (£)		
E Total survival income required (£)		

10.3 Cashflow forecast

Month	Pre-start	1	2	3	4	5	6	7	8	9	10	11	12	Total
A	Month name													
Money in (£)														
B	Funding													
	Own funds													
	Incomes from Sales													
	Other													
C	Total Money in (£)													
Money out (£)														
D	Loan repayments													
	Personal drawings													
E	Total money out (£)													
F	Balance (£)													
	Opening balance													
	Closing balance													

Section eleven

Back-up Plan

11.1 Short-term plan:

11.2 Long-term plan:

11.3 Plan B:

11.4 Plan B continued...:

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