

Your Business Logo here

Business Plan

Your Business Name

Your Business Address

Your Telephone number

Your Email address

Your Website address

NOTE

This business plan is for the use of those seeking investment and/or mentoring.

Brighton & Hove Business advises that this is a guide to a business plan and cannot be held responsible for any matters relating to the securing/non securing of funds or other associated products or services when using this business 'guide' plan.

Please feel free to download one copy for personal use only.

Please read carefully the guidance notes under all headings and then use the specific headings, if you require, for your plan.

Delete instructions under headings as you use your plan. Renumber pages where required

A Contents page has been formed for your use – please alter page numbers and/or content according to your plan.

Contents

	Page
Business Summary	3
Business Overview	4
Introduction	
Current position	
Competitors	
Growth Plan	
Business Strategy	5
Tactics	
Strategy	
Core Values	
Marketing	6
Market Research	
Distribution Channel	
Strategic Alliances	
E-Commerce and technology	
Promotions	
Marketing Budget	
Credibility and risk reduction	
Team and management structure	7
Key personnel	
Business Advice	
Management systems	
Sustainability	8
Budgeting and Forecasts	9
Reports attached	
(Detail)	

Summary

The summary is the last part of the plan, but you include it at the beginning of your plan.

This allows investors to consider the plan in principle without reading the entire plan.

Make the summary interesting, compelling to read for any potential investor to want to find out more about your business.

Overview

Introduction

Write a brief background about your decision that has prompted you to start your business.
Explain the purpose of your business; what type of business and why you are starting it. Explain
It's location and if this is an important factor to Brighton and Hove or Sussex.
Describe and explain your products and services

Your firms Current Position

Explain your achievements to date outlining the current position of the business.
Explain where your business is in growth terms – young, growing, mature or declining

Your firms Competitors

Explain your business strengths and weaknesses pitched against competition and explain your business's competitive
advantage over the markets you've identified as target. Continue to explain why you feel your business will continue to
grow and endure.

Your firms Growth Plan

Write a brief summary of about your business growth - what is more described fully in the rest of this document.
How your business will grow the business from the current position and how your plan will change that.
Provide an overview of your aims and goals for the future.

Business Strategy

Detail your business strategy for the immediate year and the next 3 to 5 years
Describe your specific business objectives and goals.

Tactics

Show the position of your firm today and where you want to be and the practical steps that you have to take to get your business from where it is now to where you want to go. Explain the help you may need to achieve this.

Strategic issues

Outline the external threats or opportunities that could impact on your business during the period indicated in your plan particularly with regards to growth during the forthcoming year and over the period of your business plan.

Core values

Describe the core values that underpin your business. Explain why these core values are crucial to your long-term business success, how they will affect customers (the benefits) and how they will help to motivate both you and your staff.

Marketing

Explain your business marketing strengths and weaknesses; the opportunities your business will present and the threats too.

Market research

Detail here what market search you have undertaken and how.
Outline how ongoing market research is built into your daily business operations.
Explain who you consider to be your target market(s) as your research has indicated.
Explain your understanding of these researched markets, how you stay or propose to stay in contact with your customers and how you feed this back into your business (for example, service changes, products etc)

Distribution channels

Explain how your business currently attracts customers, what size markets, (local, regional, national, international) and how you plan to increase this in a year's time and 3-5 years time. Additionally, detail other methods that you will introduce into your business to achieve this.

Strategic alliances

Explain what partnerships, relationship with other businesses, associations you have in place and those that you see as an important part in the development of your future business plan to achieve market share.

E-commerce and technology

Detail how your business is using e-commerce and technology to produce better efficiency, lower costs, research, accessing new markets and building online sales.

Promotions

Detail here how your business will promote your business to customers offline/online using promotional mediums such as advertising, press editorial and pr, events, radio, television.

Marketing budget

Detail here your anticipated business marketing spends for the forthcoming year explaining how you will monitor this.

Credibility and risk reduction

Explain how in the nature of your business you will increase your firms' credibility, reduce risk elements and how your customers will reduce their risk by doing business with you.

Management Structure

Key personnel

Briefly explain your business background and skills and that of other key personnel that are, and may be, recruited to fulfil your business objectives.

Explain staff training programmes, incentives and motivational tools employed or can be employed to retain staff.

Detail how you would fill any staff deficiencies with selected resources, if short term/ long term business needs arose.

Business advice

Detail your list of professional advisors including accountant, lawyer, consultants and mentors with their brief details.

Management systems

Detail here your business management structure in operating your business.

Describe briefly the systems you have in operation for you to move the business forward.

Explain if you have Company Handbooks, Rules, written hard copy operating manuals and what operating systems software your business uses, its reporting systems including financial reporting and regular business analysis.

Briefly explain how your firm complies with payroll, employment issues, tax and vat obligations, health & safety, etc.

Sustainability

Explain how your firm is and will continue tackling sustainability and environmental issues including whether there is designated management team and what training they have undertaken.

Explain what procedures you have in place for possible loss of production or services due to incidences such as fire, flood or loss of data and how your business could continue.

Budgeting and Forecasts

Attach here financial analysis and forecasts for explaining your business

Including

profit and loss forecast

cash flow forecast

balance sheet forecast

capital expenditure

break-even analysis

It is essential to provide covering notes, where applicable, to explain any cash flow difficulties and how your business will deal with these.

Provide realistic variations of budgets showing how your business may be affected by downturn or an upturn in projected future plans.

