**Business Plan Template**

**1. Executive Summary**

*Briefly summarise your business idea, what problem you solve, who your target market is, and why your business will succeed. Keep this to 1–2 pages.*

* Business name:
* Business idea in one sentence:
* Problem your business solves:
* Target market:
* Unique selling point (USP):
* Goals for the next 1–3 years:

**2. Company Description**

*Provide an overview of your business, its purpose, and structure.*

* Mission statement:
* Vision statement:
* Core values:
* Legal structure (sole trader, partnership, limited company, etc.):
* Location:
* Brief history or background (if applicable):

**3. Market Research and Analysis**

*Show evidence that there is demand for your product/service and demonstrate understanding of your industry.*

* Industry overview:
* Market size and growth trends:
* Target customer profile (demographics, needs, buying habits):
* Competitor analysis (list main competitors, their strengths/weaknesses):
* Gap in the market/your advantage:

**4. Products and Services**

*Describe what you are selling and why it stands out.*

* Product(s) or service(s) description:
* Key features and benefits:
* Pricing strategy:
* Plans for future products or service development:

**5. Marketing and Sales Strategy**

*Explain how you will attract, win, and retain customers.*

* Target audience:
* Pricing and positioning:
* Sales channels (e.g. online, retail, B2B):
* Marketing methods (social media, advertising, networking, partnerships, SEO, etc.):
* Customer retention plan:

**6. Operations Plan**

*Detail how your business will run day-to-day.*

* Location and facilities:
* Suppliers and partners:
* Equipment and technology needed:
* Production/delivery process:
* Quality control and customer service approach:

**7. Management and Organisation**

*Show who is running the business and what skills they bring.*

* Key team members (with brief bios):
* Roles and responsibilities:
* Organisational chart (if relevant):
* External advisors (accountant, solicitor, mentor, etc.):
* Recruitment or outsourcing plans:

**8. Financial Projections**

*Provide realistic forecasts supported by assumptions.*

* Start-up costs:
* Sales forecasts (monthly/yearly):
* Profit and loss projection (3 years):
* Cash flow forecast:
* Break-even analysis:
* Key assumptions behind your numbers:

**9. Funding Requirements (if applicable)**

*If you need funding, be clear and specific.*

* Amount required:
* How funds will be used:
* Repayment terms (if loan):
* Equity offered (if investment):
* Expected return on investment:

**10. Appendix**

*Include supporting documents such as:*

* Market research data
* Customer surveys
* Product/service photos
* Resumes of key team members
* Legal agreements or contracts
* Any additional financial details

**Quick Tips for Using This Template**

* Keep each section concise but detailed enough to show you’ve thought it through.
* Back up claims with evidence (data, research, examples).
* Make the financial section realistic. If in doubt, get help from an accountant.
* Regularly update your business plan as your start-up grows and changes.