**Business Plan for**

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| **Business name / logo to go here** |

**Part 1**

Version: <<xx.xx>> as at <<date>>

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4 Competition

* + Competitor Analysis
  + Unique Selling Points

**1. Business Background**

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| **Business Details** | |
| Mailing address |  |
| Contact details   * Phone * Fax * Website |  |

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| **Mission Statement / Vision** |
| Define the mission statement /vision for your business. It should include: what your business delivers; to whom and the way in which it delivers your product/service. Comments about culture, values etc. that you are seeking to embody within your business should also be included here. |
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| **Business Objectives** |
| Define the overall objective for what you would like your business to have achieved in 3 years time.  Outline high-level goals for each of the three years that will lead to your overall objective.  Define detailed goals for the first twelve months, with key milestones on at least a quarterly basis.  Goals should be SMART and include financial targets, sales targets, growth and development targets. |
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**2. Business Product or Service**

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| **Product(s) / Service(s) Offered** |
| Provide a description of the product(s) / service(s) you offer.  Include information about the growth potential of your products/services. |
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**3. Target Market**

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| **Target Market(s)** |
| Define the profile of your chosen target market – i.e. who your customers are, the market size and why they will be interested in your product/service. |
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| **Market Research** |
| This provides evidence that demand for your product/service exists. State any market research you have undertaken – or intend to undertake. State whether it is primary or secondary research. Your market research should include target market and competitors. |
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**4. Competition**

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| **Competitor Analysis** |
| Indicate who else is offering similar products/services to your target market, how they deliver and their pricing policy |

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| **Name, location and business size** | **Product/service** | **Price** |
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| **SWOT Analysis** | |
| Analyse your business vs. your current/potential competitors | |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

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| **Unique Selling Point(s) (USP)** |
| State what is unique about your business and the way it delivers its products and services. If offering more than one product/service, you may wish to define USPs at this level also. |
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