**Business Plan for**

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

**Part 1**

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

**Contents**

1 Business Background

* + Business Details
	+ Mission statement / vision
	+ Business Objectives

2 Business Product or Service

3 Target Market

* + Target Market
	+ Market Research

4 Competition

* + Competitor Analysis
	+ Unique Selling Points

**1. Business Background**

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

|  |
| --- |
| **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. |
|  |

|  |
| --- |
| **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.  |
|  |

**2. Business Product or Service**

|  |
| --- |
| **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. |
|  |

**3. Target Market**

|  |
| --- |
| **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.  |
|  |

|  |
| --- |
| **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.  |
|  |

**4. Competition**

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

|  |  |  |
| --- | --- | --- |
| **Name, location and business size** | **Product/service** | **Price** |
|  |  |  |
|  |  |  |

|  |
| --- |
| **SWOT Analysis**  |
| Analyse your business vs. your current/potential competitors |
| **Strengths** | **Weaknesses**  |
| **Opportunities** | **Threats**  |

|  |
| --- |
| **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. |
|  |