**Business Plan for**

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

**Part 2**

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

**Contents**

4 Competition (continued)

* + SWOT analysis

5 Marketing and Promotion

6 Financials

* + Pricing Policy
  + Start-up costs
  + Personal survival costs
  + Taxation
  + Sales forecast
  + Cash flow forecast

7 Operational Considerations

* + Management Team and Key Personnel
  + Personnel Development
  + Admin requirements
  + Legal requirements
  + Insurance requirements
  + Risk Assessment

**4. Competition (continued)**

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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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**5. Marketing and Promotion**

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| **12 Month Marketing Plan** | | |
| Outline marketing/promotion/PR activities that will take place over the upcoming 12 months.  Indicate how you mean to take advantage of different phases of the business (e.g. pre-launch, launch etc.) and/or seasonal activity – e.g. Christmas, Chinese New Year, Diwali etc. and the methods/channels you will use to reach your potential customers.  Include how/when you will measure customer satisfaction.  Costs for marketing / promotional activity should be included in your cash flow. | | |
| **Date:** | **Activities** | **Cost** |
| Month 1 |  |  |
| Month 2 |  |  |
| Month 3 |  |  |
| Month 4 |  |  |
| Month 5 |  |  |
| Month 6 |  |  |
| Month 7 |  |  |
| Month 8 |  |  |
| Month 9 |  |  |
| Month 10 |  |  |
| Month 11 |  |  |
| Month 12 |  |  |

**6. Financials**

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| **Pricing Policy** |
| Outline the selling price for your products/services (per delivery channel, if applicable and including distribution costs such as postage and packing if applicable), preferred methods of payment and payment systems to be used.  Note the costs to develop/produce/deliver your products/services.  Define the margin you are expecting from the delivery of your product or service.  State your cancellation policy. If cancellation charges will be incurred, state how you will obtain these from the customer).  NB: Any costs incurred for payment systems should be shown in your cash flow forecast (see separate spread sheet) |
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| **Start-up costs** |
| On the separate spreadsheet, define the one-off capital costs needed to start up your business. |

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| **Personal Survival Costs** |
| On the separate spreadsheet, identify the salary that you need to draw from the business in order for you to live! |

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| **Taxation** |
| Outline the type of tax and national insurance that you may be liable for within your business. These should be included on the cash flow forecast spreadsheet when quantified.  For further information visit the HMRC website: <http://www.hmrc.gov.uk/businesses/index.shtml> |

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| Tax | Notes |
| VAT |  |
| Corporation Tax |  |
| Personal tax |  |
| National Insurance Class 2 |  |
| National Insurance Class 4 |  |

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| **Sales forecast** |
| On the separate spreadsheet (cash flow forecast), define your sales forecast for your products and services. |

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| **Cash flow forecast** |
| On the separate spread sheet (cash flow forecast), define all other operating costs (e.g. from marketing, sales, distribution etc.) for your business.  Remember to consider seasonality in your Cash Flow Forecast i.e. the peaks and troughs in your revenue during the sales year.  If you are VAT registered, please remember to allow for the net VAT due to be paid to HMRC each quarter. |

**7.Business Operations**

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| **Management Team and Key Personnel** |
| Provide details of yourself and any other key people in your business. Include short a description about each person You can include photos of each team member. |
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| **Personnel development** |
| Explain how you will address any gaps in the knowledge skills, that are relevant or required for your business, of your management team (including yourself) |
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| **Admin requirements** |
| Define the infrastructure needed for your business – e.g. terms and conditions, enquiry/order forms, website, invoices, receipts, financial management spreadsheets/databases etc. |
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| **Legal requirements** |
| Identify key legal aspects that you need to deliver to operate your business and deliver your products/services. Delete those not applicable and add in any specific to your business/product/service. |

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| Legal aspect | Notes |
| Supply of Goods Act |  |
| Health and Safety (inc. food hygiene/safety) |  |
| Data Protection |  |
| Copyright/patents etc. |  |
| Local Council permissions |  |

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| **Insurance requirements** |
| Identify the types of insurance you require in order to run your business and trade your products/services.  Delete those not applicable and add in any specific to your business/product/service. |

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| Insurance | Notes |
| Public Liability |  |
| Professional Indemnity |  |
| Employers Liability |  |
| Contract Dispute |  |
| Income Protection/Critical Illness/ Life Cover |  |
| Premises Cover |  |

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| **Risk Assessment** |
| A risk assessment is simply a careful examination of what, in your business, could cause harm to people, so that you can weigh up whether you have taken enough precautions. Use the separate document to record your risks and associated mitigating/controlling strategies. |