

Your Biz Name Here

Business Plan

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BUSINESS INFORMATION

1. Your Biz Name Here

Use the table below to present basic particulars about your business.

Name and status of business:	
Address	
Telephone:	
Main fax:	
Main e-mail	
Website:	
Business tax reference number(s):	
Insert any other regulatory/license items here	

This is probably the most important single section in the entire plan as it sets the direction, tone and framework for the detail that follows.

Mission

In one short paragraph, describe the central purposes and activities of the business?

Values

Describe the business's values and the standards it will apply in dealings with stakeholders, customers, suppliers etc.

Objectives

What are your business's underlying long-term objectives? Get rich? Build a big business? Support local community? Develop natural resources? Create their pension?

SWOTs

What are its **real** SWOTs (strengths, weaknesses, threats and opportunities)?

Be very honest about any major weaknesses and threats and explain how you will respond to them.

It may not be appropriate to set out the SWOTs so explicitly in the final version of the plan. They are included here to highlight the importance of addressing them within the plan which should:

Internal	External
Build on strengths	Exploit opportunities
Resolve weaknesses	Avoid threats

Goals

Quantify prime goals/targets.

Present Status

Use this section to summarise achievements and performance (financial, sales, technical etc.) to date.

Background

Review the history of the business (or the origins of the idea if a start-up). For a start-up, this section could be covered in one-two pages. Allow up to five or so pages for an established business and relegate detailed material to appendices.

Progress to Date

Explain the development of the business to its present status.

Product/Service Description

Keep descriptions of offerings (products and/or services) relatively short and confine them to broad groups.

Explain briefly what they do and who will use them. Indicate advantages/benefits they offer or the needs they meet. Avoid getting into technical terms and details – put this in appendices. Summarise any product test results and product approvals (secured/needed).

Introduce competing products/services and explain what makes yours' special.

Profile of Target Market(s)

In this section, indicate market size, segments, trends, competition and user/customer profiles.

Competition

Introduce the main competitors (or near-competitors if a new market area) and profile them – highlight their evolution, scale and activities. Assess their SWOTs. Place detailed information in appendices.

Show how their market shares have evolved and their current standing in the market.

Customers/Users

Profile customers and explain how/why they will buy your products/services in preference to those of competitors.

Segment prospective customers and discuss price, quality, promotional, distribution channel issues etc.

Review customer buying habits and consider the impact of broad economic issues on the frequency and levels of their purchasing.

Marketing Strategies & Sales Plans

How will the business market its products/services and sell them to customers? What are the key market entry/development strategies?

Based on the analyses in the previous section, set out detailed sales (volumes and prices) projections for your various markets and products/services. These projections should be monthly (for at least one year) and quarterly or annual thereafter.

Explain your pricing policies and credit terms (be realistic !). What discounts will apply and to whom? Will there be bad debts and what provisions should be made?

Indicate plans and costs for marketing, selling, promotion, advertising, representation etc.

Indicate the competitiveness of your business's offerings in terms of price, quality, features etc at sales outlets. What will be the end user prices and how will your products be presented to customers? How will your business deal with the competitors? How will they respond? What are your business's contingency plans?

Financial Projections

Present key financial projections e.g cashflows, balance sheets and key ratios. It is essential that all the financial statements be fully integrated and linked.).

Income Statements

Use simple tables to summarise the key figures and place all detailed analyses in appendices.

Cash Flow Projections

It is usual to give monthly cash flow projections for the first year or longer depending on the importance of cashflow and the time needed for the business to become cashflow positive.

Conclusion – Dreams etc.

Review what the business expects to achieve. Indicate why it will succeed and why.