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**Business Plan**

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| **Business name** |  |
| **Business address** |  |
| **Principle business activity** |  |
| **Social media pages** |  |
| **Logo** |  |

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| Proprietor details |
| **Full name** |  |
| **Address** |  |
| **Contact number** |  |
| **Business experience and previous employment (attach a CV if appropriate)** |
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| **Name and contact details of most recent employer** |
|  |
| **Relevant qualifications, skills knowledge and experience** |
|  |
| **Interests, hobbies, positions of responsibilities (outside work)** |
|  |
| **Personal strengths** |
|  |
| **Personal weaknesses** |
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| **Training requirements** |
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| Partner(s) (if applicable) |
| **Name** |  |
| **Address** |  |
| **Contact number** |  |
| **Relevant qualifications, skills knowledge and experience** |
|  |
| **Name and contact details of most recent employer** |
|  |
| **Relevant qualifications, skills knowledge and experience** |
|  |
| **Interests, hobbies, positions of responsibilities (outside work)** |
|  |
| **Personal strengths** |
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| **Personal weaknesses** |
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| **Training requirements** |
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| The business |
| **Type of business (sole trader, partnership, limited company, franchise)** |  |
| **Is there a partnership agreement? If yes, how many are part of it?** |  |
| **If the business is a limited company, how many people will be holding voting shares?** |  | people |
| % | is my voting share |
| **(If your business is a franchise, distributorship or agency, please supply a copy of agreement/contract)** |
| **Describe the product/service in detail (what exactly will you do and how?)** |
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| **Aims and objectives: short-term** |
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| **Aims and objectives: long-term** |
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| Market analysis |
| **Market segment- how would you describe your customers (e.g. industrial/consumer, age, income group, local/national/international)?** |
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| **Market size and potential- (demand for your product/service)** |
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| **How are you currently satisfying demand?** |
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| **How do your competitors promote themselves?** |
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| **What’s your product/service’s main advantages over your competitors?** |
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| **How is your product/service unique?** |
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| **Who are your suppliers and what are your agreed terms with them?** |
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| **How was the market analysis conducted (e.g. sources of information, statistics on potential customers, evidence of questionnaires)?** |
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| Market strategy |
| **What is your market plan (how do you intend to promote and sell your product/service? Note any costs)?** |
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| **Note any contacts made so far (orders, contracts, letters of intent etc)** |
|  |
| **Operations details (description and cost)** |
| **Location** |  |
| **Equipment** |  |
| **Vehicles** |  |
| **Legal requirements (licence, trading standards etc)** |  |
| **Health and safety hazards and statutes that govern the control measures** |  |
| **Insurance cover** |  |
| Personnel requirements |
| **Number of staff the business will need** |  |
| **Staff training requirements** |  |
| **Associated costs** |  |

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| Contingency plan |
| **The following contingency plan will be put into operation in the event of illness/injury etc** |
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| Finance |
| **Expected start-up costs** |
| **Details** | **£ new** | **Second-hand** | **Owned** |
|  |  |  |  |
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| **Initial total finance required=** | **£** |
| **These costs and working capital will be resourced as followed** |
| **Private sector:** | **Public sector:** |
| **Own resources** | £ | **Grants (specify here)** | £ |
| **Other private resources (e.g. family)** | £ | **Enterprise allowance** | £ |
| **Bank** | £ |  |
| **Mynd Amdani loan** | £ |
| **Calculation to arrive at product selling price or service hourly rate** |
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| Additional notes |
| **Please note any additional information which will help others understand more about yourself and the business** |
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