

bUSINESS pLAN

Whether you're starting a business from scratch or revisiting your original business plan, the below will help you to set out your strategy for success and identify your core aims.

Business name

The what, how & who

What do we do? (What's our product/service?)

How do we do it? (How do we produce/deliver it?)

Who do we serve? (Who is it for? Describe your typical customer)

The 'elevator pitch'

Explain what your business does in a (persuasive and engaging) nutshell.

The why

What problem does our business solve, and how?

Money, money, money

Income - How will we make money from our business?

Startup costs - How will we pay for the launch of our business?

Ongoing costs - What will our main outgoings be?

Marketing

How will we reach our customer?

Success milestones

Milestone 1

Deadline

Milestone 2

Deadline

Milestone 3

Deadline

Competition analysis

Competitor 1

Competitor 2

Competitor 3

SWOT analysis

Strengths (Internal. Things you're doing well and can build on. E.g. quality product)

Weaknesses (Internal. Things your competitors are doing better than you. E.g. costly)

Opportunities (External. Things you could exploit. E.g. new technology)

Threats (External. Things that may challenge you. E.g. new competitors)

Unique Selling Point (USP)

What is the one thing that makes your business better than the competition?