**Business Plan Template**

**Business Name:**

**Name(s) and ID Number(s) of Owner(s):**

**Address:**

**Contact numbers:**

**Table of Contents:**

1. Executive Summary Page #

2. General Company Description Page #

3. The Opportunity, Industry & Market Page #

4. Strategy Page #

5. Business Model Page #

6. Team – Management & Organisation Page #

7. Marketing Plan Page #

8. Operational Plan Page #

9. Financial Plan Page #

10. Appendix Page #

1. **Executive Summary**

[In 2 pages or less summarise the most important aspect of the business]

*Business Concept:*

*Financial Features:*

*Financial Requirements:*

*Current Business Position:*

*Major achievements:*

1. **General Company Description**

[1-2 page overview of the company]

*Name of the company*

*Type of legal entity*

*Ownership*

*Significant assets*

*Mission statement*

*Goals and objectives*

*Company strengths and core competencies*

*The industry*

1. **The Opportunity, Industry & Market**

[2-3 pages]

*The Opportunity*

* Where is the gap in the market?
* What has given rise to this gap?
* How was this gap identified?
* How will the gap be filled?

*The Industry*

* What are the barriers to entry in this industry?
* How much power do the customers have?
* How much power do the suppliers have?
* Are there substitute offerings for the product or service?
* Who are the competitors and how strong is the competitive rivalry?
* What are the major changes affecting the industry?

*The Market*

* What is the total size of the market?
* How fast is the market growing?
* What percentage share of the market will you have? (This is important only if you think you will be a major factor in the market.)
* What are the major trends in target market – trends in consumer preferences, demographic shifts and product development?
1. **Strategy**

[1-2 pages]

* The focus of the business: broad mass market or a specific niche?
* How the business will succeed in the market? How will you create a unique and valuable position, involving a different set of activities?
* What is unique about the business? How is the offering different from that of competitors?
* What is the value for the customers? Describe the value proposition for the customer?
1. **Business Model**

[1 page]

* The sources of revenue
* The major costs involved in generating the revenue
* The profitability of the business (revenue less costs)
* The investment required to get the business up and running (to get to scale)
* The critical success factors and assumptions for making the profit model work
1. **Team – Management & Organisation**

[2 pages]

* A list the founders including their qualifications and experience
* A description of who will manage the business on a day-to-day basis. What experience do these individuals bring to the business? What special or distinctive competencies do they offer?
* An organisational chart if you have more than 10 employees, showing the management hierarchy and responsibility for key functions

**7. Marketing Plan**

[2-3 pages]

* The product (or service) and why it is valuable to customers
* The focused and detailed description of the target market
* The positioning of the product or service – how it should be perceived by customers
* The pricing strategy with specific price points at which the product or service will be sold
* The sales and distribution channels that will be used to get the product or service to the customer
* The promotion strategy including public relations activities, specific promotions, advertising and intended viral marketing activities

**8. Operational Plan**

[2 pages]

* A description of the operating cycle that describes what the organisation will do to deliver its service or create and sell its product
* A description of where all the necessary skills and materials will be sourced
* What will be outsourced, what relationships are in place and how those relationships will be managed
* The cash receipts and cash payment cycle of the business

**9. Financial Plan**

[2-4 pages]

* Start-up expenses and capitalisation: a description and explanation of what it will cost to launch the business and where you expect to get this money
* 12-month profit and loss projection (month-by-month) and a three-year profit and loss projection (quarter-by-quarter)
* A 12-month cash-flow projection and a three-year cash-flow projection (quarter-by-quarter)
* A projected balance sheet at start-up and at the end of years one to three
* A break-even calculation

**10. Appendix**

* Brochures and advertising materials
* Industry studies
* Blueprints and plans
* Maps and photos of location
* Magazine or other articles
* Detailed lists of equipment owned or to be purchased
* Copies of leases and contracts
* Letters of support from future customers
* Any other materials needed to support the assumptions in this plan
* Market research studies
* List of assets available as collateral for a loan
* Detailed financial calculations and projections