

# Business Plan Template

A business plan sets out your company idea. Before you write a plan to convince anyone else of the business value make sure you have written one for yourself. **A plan should also be C.L.E.A.R. which means:**

**Concise** – Keep to the point

**Logical** – A business must be financially viable to survive

**Emotional** – Can you sell your passion for this idea?

**Articulate** – Keep to the facts and explain your reasons

**Realistic** – How can it be achieved?

Contents	Description
1. AUDIENCE	Who are you writing this plan for and why?
2. VISION	Why is it exciting? How is it irresistible to customers?
3. BACKGROUND	Why do it now? Why this business? Why should you do it? Is there a social value to your company?
4. GOALS	Describe success: Turnover? Profits? No. of customers?
5. PRODUCTS / SERVICES	What will you sell? Is it in a range? Does what you sell operate in isolation or compliment another product?
6. COMPETITION	Who are they? What do they do? What success can you copy? How can you be different?
7. CUSTOMERS	Who are your customers? What do they want / need? Are there many types?
8. MARKETING	How will you reach your customers? What will your relationship be like? What added value do you bring?
9. STRUCTURE	What organisational structure do you need? What internal processes are needed? How will it serve your customers best?
10. PEOPLE	Who will you need to help you? What skills / knowledge are needed?
11. FINANCE	Who will pay for the business? How long do you need investment? What return are you offering? Do the numbers stack up?
12. MEASUREMENT	What are your Key Performance Indicators? Do you have an action plan (Gantt Chart)?
13. END POINT?	Is there an end point to aim for? Do you want to sell the business at some future point?

**Take a blank sheet of paper and work through each of the items above.** Involve those close to you and the business to receive a wide range of input. You can start with, for example, a mind map or creating lists. This will help you think through each area and then prioritise the information. Producing the plan electronically will allow you to present the information professionally and store it for future reference. We recommend reviewing your plan periodically (e.g. every 3, 6 or 12 months).