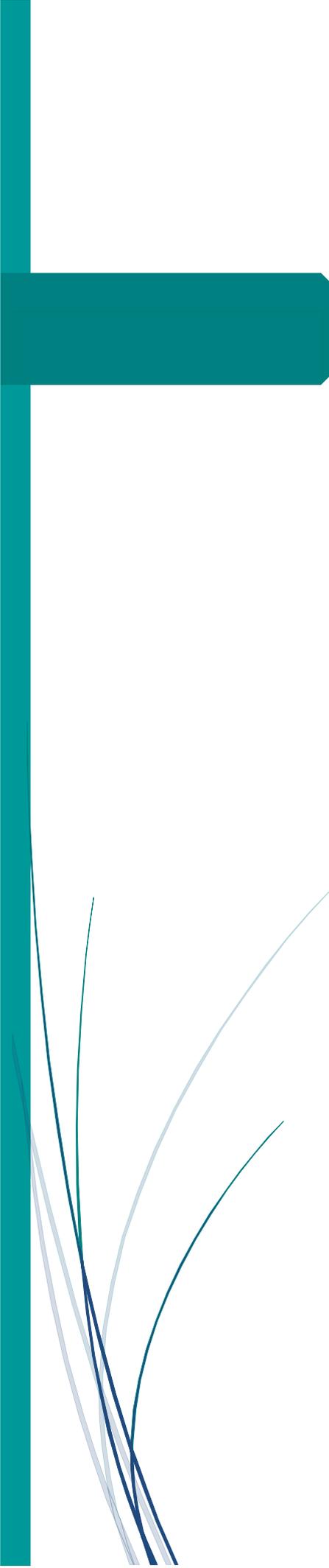


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The Business Plan

An Outline

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BRECKLAND DISTRICT COUNCIL

The Business Plan

This document is to assist you with thinking what detail/information you would need before you write your Business Plan. It will give you the opportunity to think, redo, research and think again before you start writing your final Business Plan.

The first section of your Business Plan should contain immediate relevant information such as:

Name

Business Name

Home Address

Business Address

Business Tel. No.

Mobile Tel No.

E-mail Address:

Website: (do you have one? Do you need one?)

Anticipated Start Date:

The next page will be your where you start discussing who you are, why you are doing this and what exactly your business wants to achieve.

Your Business Plan will need to contain detail on the following:

- **Introduction**
 - (who are you? Why are you doing this? What is the reason for it?)
- **Business Background and Key Personnel**
 - (What is the business and who will be involved i.e. Manager, any assistants, secretary, accountant??)
- **Organisation Aims and Objectives**
 - (What do you want the business to achieve?)
- **The Product / Service Features / Unique Selling Proposition USP**
 - (What is the main feature of your business? What is unique about you?)
- **The Market**
 - (Who is your business aimed at i.e. 18-25, Over 50's, homeowners etc)
- **S.W.O.T. Analysis**
 - (what are your strengths, weaknesses, opportunities and Threats)
- **Advertising & Promotion**
 - (Where is best for you to do this? Have you prepared a plan? When are you starting this?)
- **Legal Matters**
 - (What, if any, legislation do you need to follow? What is your structure? Licences, Planning Permission etc)

- **What if?**
 - (Do you have a Plan A/B/C if something is to go wrong?)
- **Conclusion**
 - (Sum up everything you have written above and state why you believe this business will succeed),

You can use the following sections to draft out what you want to input into your final business plan. Each heading has some hints/tips to assist with the writing of this.

Summary of your business plan

WRITE THIS LAST • Overview of what you are doing • Couple of paragraphs

Anticipated date of commencement

Goal for you • Helps us prioritise

Legal structure of company

Sole Trader / Limited Company • Not sure go to www.GOV.UK or check our other information documents

Business Background and Key Personnel

What is the reason you want to start this business • What are the staff positions?

Key people

- *You – anyone else? Name them (employed or volunteers)*
- *Responsibilities – who will do what*

Their experience linked to running a business

Skills / Experience / Curriculum Vitae

Detail previous experience – in relation to the business • CV - as an 'appendix' at the back of the plan

Organisational Aims and Objectives

Vision

Quick / snappy overview with numbers • 1 paragraph max

Quality / Quantity

Give numbers/detail to measure against • e.g. 100 sales a day, £20k turnover, 300 FB likes • Open 7 days a week, open 8am to 6pm

1-year objective / targets

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For additional business support, please contact us at
regeneration@breckland.gov.uk

2-year objective / targets

3-year objective / targets

The Product / Service Features

What are you selling?

List products or explain services on offer

Purchase pattern / benefits

How consumers buy goods or services, encompassing frequency, quantity, duration, timing etc

New / additional products

What comes next • How to keep improving

Supplier research

Who are your potential suppliers? • Where, why them and what price?

Unique Selling Point (USP)

*What is special about your product / service? • How do you compare on price? • What makes you different?
• Why buy from you?*

Market Research

What do you know about your customers?

Demographics – e.g. age range / spending power / where are they?

Customer groups

Individuals / Homeowners / Landlords

The information you need to gather would be around the following:

- *Customer Wants*
- *How do you Know*
- *Spending Pattern*

Trends in Market – quotes from official articles/surveys

Use Google – look up ‘statistics’

Trends in Market	How do you know this?
<i>EXAMPLE 80% of households have a dog.</i>	<i>Pet's at home survey 2014. www.whateverthewebsite.co.uk</i>

Competitors

Use Google / Yell.com • Full details – name / address • Strengths / weaknesses

S.W.O.T. Analysis

<ul style="list-style-type: none">• Strengths <i>What's good about you and the business?</i>	<ul style="list-style-type: none">• Opportunities <i>What's going on in the area?</i>
<ul style="list-style-type: none">• Weaknesses <i>What do you need support with?</i>	<ul style="list-style-type: none">• Threats <i>What might change?</i>

Advertising and Promotion

See the general information sheets on Marketing Methods - good starting point

Social media

What to use and how • Frequency of use

Written media

Magazines and newspapers • Blogs on connected websites

Word of Mouth / Networking

How to encourage • Networking groups

Giveaways

Competition prize or Raffle prize • Be careful

Legal Matters

There are several organisations who have a wealth of knowledge • Associations and membership bodies can be very helpful.

Insurance / Permission / Licences

Stock • equipment • staff • Home office • shop • waste • trading

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Health & Safety

Responsibilities • risk • fire safety • COSHH

Terms & Conditions

Customer rights • distance selling • Payment policies

Data Protection and CCTV

Personal information • Register with appropriate body

Other

- *Specific rules for your business / industry*

What if?

10 to 15% less income

Have you got a contingency? • What will you do?

Customers delay paying

What can you do to prevent a delay? • Deposit / Half upfront

Sickness and/or Injury

Insurance • Family help?

Conclusion

Why will this business work?

*Why is it so fabulous? • Show off your passion • Talk about your commitment • Highlight the best bits
• Show off a little*

SUMMARY – First item on this list are you now ready to write it?