

TEMPLATE

BUSINESS PLAN

Business Plan Template

Whether you're starting out, or looking to grow, Business Gateway can offer expert, impartial advice, support and local workshops all for free.

- Use this template to ensure the viability of your business proposition and give potential investors the information they need to determine whether your vision is one they can invest in.
- This Business Plan template will guide you through everything you need to include, with plenty of advice on how to approach each section.
- And don't worry, with our help it's not as difficult as you might think.

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Name:

Business Plan for:

(Please use this template in conjunction with the guide [Prepare a business plan](#))

Document Version:	
Date:	
Completed by:	

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Executive Summary

1. Executive summary

(We suggest you complete this section after you have completed the other sections of the Business Plan).

2. Business details

Company name:

Address:

Telephone number:

Legal status:

Advisors:

Are you / will you be VAT registered:

Do you have an online presence:

The business will: (Provide a brief description of what your business will do)

Key personnel

Details of owner(s):

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Most recent salary £

Other key personnel (including shareholders):

Name:

Position/main responsibilities:

Experience and knowledge of our industry:

Previous employment:

Key skills brought to the business:

Business experience and any training undertaken:

Academic/professional qualifications:

Most recent salary £

Vision

3. Business Overview

Sum up your business idea:

4a. Business goals

What do you want to achieve in your first year of business? (for example, turnover of £100,000 or trading at breakeven)

-

Where do you see your business in 3-5 years' time?

-

4b. What the business does

Product/service	Features	Benefits
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

4c. What makes the business different

Your product/service is unique or different compared with the competition because:

-

4d. SWOT analysis

What are the key strengths of your business:

What are the key weaknesses of your business:

What are the opportunities:

What are the threats your business faces:

4e. Legal requirements

(including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are:

- 1.

You will meet your legal and insurance requirements by:

- 1.

Marketing

5. Market research

Trends in your chosen market are:

-

How you know this:

-

6. Market Overview

The customer groups you will be selling to are and what is the market size are:

- 1.

Your customer research has shown what your customers want is:

- 1.

How you know this:

-

How many customers / clients do you require and what will you sell them

-

7. Competitor analysis

Competitor name	Strengths	Weaknesses
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

What information have you gathered on your competitors

-

How you can improve on their offer and/or price(s):

-

Competitive advantage:

-

8. Sales

9. Marketing

How and where will you promote your product/service?

10. Pricing

How you can calculate your prices:

-

How your prices compare with the competition:

Product/service	Your price(s)	Range of competitor prices (per unit)
	£	£
	£	£
	£	£
	£	£
	£	£
	£	£
	£	£

Reasons for the difference between your price(s) and your competitors' price(s):

-

Running the business

11. Staff

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
•	£	•	•
•	£	•	•
•	£	•	•
•	£	•	•
•	£	•	•

12. Premises

	Cost £
Premises required at start-up:	£
Premises required in the future (if different):	£

13. Suppliers

Your key suppliers and their credit terms

Supplier	What you'll buy from them	Number of days' credit
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

14. Equipment

Resource	When	How funded	Cost £ per unit
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£
•	•	•	£

15. Managing operational risks

Risk	Solution
Staff •	•
Suppliers •	•
Financial •	•
Marketing •	•

Personal survival budget

Estimated annual personal expenditure (this helps you work out the minimum amount you need to earn from your business in the first year and how much money you might need to borrow to start the business)

Estimated expenditure	£
Mortgage and/or rent	0
Council tax	0
Utilities (gas, electricity, water etc)	0
Personal and property insurance	0
General housekeeping expenses (food etc)	0
Phone and internet	0
Car tax and insurance	0
Car running expenses	0
HP repayments	0
Hire charges	0
Subscriptions to journals, professional bodies, etc	0
Savings plans & pension contributions	0
Contingencies	0
Tax	0
National Insurance	0
Other: please specify	0
	0
Total personal expenditure	0

Estimated personal income (after tax)	
Income from family, partner (total)	0
Other income (<i>specify the source</i>)	0
Total personal income	0

Total survival income required from the business (after tax)	0
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Current income	£ 0
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You can also [download the personal survival budget table shown above in Microsoft Excel format.](#)

17. Profit and loss forecast

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total expected sales	0	0	0
Less variable costs	0	0	0
Gross profit (sales less variable costs) =	0	0	0
Calculate your gross profit margin % (gross profit divided by total sales x 100) (A)	0	0	0

Salaries/wages (survival income + any staff)	0	0	0
Premises (including rent, rates, utilities)	0	0	0
Telephone and broadband	0	0	0
Printing, post and stationery	0	0	0
Advertising and promotion	0	0	0
Bank charges	0	0	0
Professional fees	0	0	0
Insurances	0	0	0
Bank/HP/Interest (payable to your bank)	0	0	0
Stock	0	0	0
Consumables	0	0	0
Equipment and vehicle leasing	0	0	0
Depreciation	0	0	0
Other (please specify)	0	0	0
Other	0	0	0
Other	0	0	0

Total fixed costs	0	0	0
Net profit (gross profit less fixed cost)	0	0	0
Calculate your net profit margin (net profit divided by total sales x 100)	0	0	0

Calculate your breakeven	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total variable costs + total fixed costs (B)	0	0	0

You can also [download the profit and loss forecast table shown above in Microsoft Excel format.](#)

18. Sourcing finance

Total borrowing requirement for the business

		£
Start-up costs		0
Personal start-up contributions	-	0
Other start-up contributions	-	0
Total required	=	0
The assets you have available as security		
	=	0

You can also [download the sourcing finance table shown above in Microsoft Excel format.](#)

19. Cash flow forecast

See [Excel file](#) that accompanies this Business Plan

	Start-up 0	1	2	3	4	5	6	TOTAL
	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
INCOME								
Cash from sales (incl. VAT)	0	0	0	0	0	0	0	0
Cash received from debtors	0	0	0	0	0	0	0	0
Capital/loans received	0	0	0	0	0	0	0	0
Other (please specify)	0	0	0	0	0	0	0	0
TOTAL £	0	0	0	0	0	0	0	0
EXPENDITURE								
Wages to staff (incl. PAYE & NI)	0	0	0	0	0	0	0	0
Premises (rent, rates & utilities)	0	0	0	0	0	0	0	0
Telephone & Broadband	0	0	0	0	0	0	0	0
Printing, post & stationery	0	0	0	0	0	0	0	0
Advertising & promotion	0	0	0	0	0	0	0	0
Bank charges	0	0	0	0	0	0	0	0
Professional fees	0	0	0	0	0	0	0	0
Insurances	0	0	0	0	0	0	0	0
Bank/HP	0	0	0	0	0	0	0	0
Equipment & vehicle leasing	0	0	0	0	0	0	0	0
Payments relating to variable costs	0	0	0	0	0	0	0	0
Capital Expenditure	0	0	0	0	0	0	0	0
Other Payments	0	0	0	0	0	0	0	0
VAT	0	0	0	0	0	0	0	0
Owner's wages/salary	0	0	0	0	0	0	0	0
Owner's National Insurance	0	0	0	0	0	0	0	0
Loan repayments (incl. interest)	0	0	0	0	0	0	0	0
Stock	0	0	0	0	0	0	0	0
Consumables	0	0	0	0	0	0	0	0
Other (please specify)	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
TOTAL £	0	0	0	0	0	0	0	0
Income less expenditure	0	0	0	0	0	0	0	0
Opening bank balance	0	0	0	0	0	0	0	0
Closing bank balance	0	0	0	0	0	0	0	0

