

COMPANY NAME

BUSINESS PLAN 2021



ZOE WRAITH

Address | Company Number

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USING THIS DOCUMENT

This business plan template is meant as a framework to assist you in preparing a startup or investor-ready business plan.

Each main section and several sub-sections have guidance notes in a red italic font which should be deleted when you have completed those sections.

Click below each shaded boxes to start typing in that section.

Key things to note in concluding this business plan include:

- *Each business is unique, and not every subheading will apply to every business. You should add/delete headings as you see appropriate to reflect a clear proposition for your business*
- *The business plan should be written using the third-person impersonal case. i.e., 'Company X will launch in the US in 2018' / 'It will deploy five staff in the US Market by 2019'. Avoid using 'We will launch in the US' / 'Our main objective is growing by 200% in 3 years*
- *The template is set up using automated headings in MS Word. By using the automated Heading Styles in the 'Home' ribbon of MS Word, you can add appropriate headings and then automatically update the Table of Contents by right-clicking on it or pressing F9*
- *You should spell-check **AND** proofread your document several times before sharing*
- *Your business plan should be accompanied by 3-year or 5-year financial projections. These projections are produced in a separate spreadsheet and summarised in the financial plan of this document. The content of the business plan should be consistent with and reflected in the projected financial statements*
- *When sharing the definitive version of your business plan, you should send it as a PDF and potentially password protect access to ensure the security of the document*
- *You should always check that the plan is up to date and reflects the status of the business and the market in which your business exists before sending it to potential investors*
- *This template is focused on a General Business. Separate templates and business plan examples can be found on:*
 - **LivePlan:** https://www.liveplan.com/features/samples_and_examples
 - **Business In a Box:** <https://www.business-in-a-box.com/templates/business-plan-examples/>

CONFIDENTIALITY AGREEMENT

Placeholder if you require a confidentiality agreement

This business plan contains confidential information which is unique and privileged. Therefore, anyone reading this business plan is not permitted to disclose the information contained in this plan without written permission from **COMPANY NAME**.

The reader of this plan acknowledges that disclosing any information contained in this business plan which is not public domain may cause severe harm or damage to **COMPANY NAME** and should be kept confidential.

Upon request, this document is to be returned to **the Email address** at **COMPANY NAME**.

Signature: _____

Date: _____

Name: _____

This is a business plan. It does not imply an offering of securities.

EXECUTIVE SUMMARY

INTRODUCTION

Ideally, this section is only completed following completion and review of the other business plan sections. It is intended that a potential bank or investor can read the executive summary, which should be no more than 2-3 pages in length, get a keen sense of the opportunity's attractiveness, and be compelled to read further.

COMPANY OVERVIEW

Outline the company overview, the idea, how the company was formed, and decided there was a viable business in the sale of this product or service

MARKET OPPORTUNITY

Summarising the key points of the market analysis, highlight the most compelling statistics about the market size, behavior, and structure, and why now is an appropriate time for your company/ product/ services to enter the market and your target customer. Give a top-level description of the competitive landscape, outlining your competitive positioning

ACHIEVEMENTS TO DATE

What has been achieved so far in the technical development of the product/service and the commercialization of the product/service

YOUR USP

Who are the team's key members, experienced in this sector/adjacent sectors, and why are they the best people to bring this product/service to market?

FINANCIALS

FORECAST ASSUMPTIONS

Financial projections should be summarized and highlighted; a table or bullet points with a supporting graph should be used.

FINANCING NEEDED

***The financial outlook for the business:** If you are using the business plan for financing purposes, explain precisely how much money you want, how you will use it, and how that will make your business more profitable.*

COMPANY STRUCTURE

MANAGEMENT AND ORGANIZATION

*This section is the 'admin' part of the business plan. **Ideally, it will not be any longer than two pages.** It is a little bit repetitive from the Executive Summary. However, it provides essential background information for potential investors.*

It is intended to demonstrate that the company has strong foundations, a formidable team, has made significant commercial and technical progress. It is also used to show that it has been established correctly and is capitalized to date clearly and appropriately.

LEGAL STRUCTURE

- Is your business a sole proprietorship, LLC, partnership, or corporation?*
- Why did you choose this form of business?*

COMPANY OWNERSHIP

- If there is more than one owner, explain how ownership is divided. For example, if you have investors, explain the percentage of shares they own. This information is essential to investors and lenders.*

COMPANY SHAREHOLDERS	% EQUITY
OWNER	100%
CO-OWNER	0%
INVESTOR (S)	0%

EXIT STRATEGY

This section adds points regarding your plan to leave, whether you intend to sell your business (within the project horizon), go into partnership, or go public with an IPO.

MEET THE TEAM

OUR MANAGEMENT TEAM

Include brief biographies of the owner/s and critical employees. Include resumes in the Appendix. Here, summarize your experience and those of your key employees in a few paragraphs per person.

Focus on the prior knowledge and skills that have prepared your team to succeed in this business. If anyone has previous experience starting and growing a business, explain this in detail.

GAPS

Explain how you plan to fill in any gaps in management and experience. For instance, if you lack financial knowledge, will you hire a CFO or retain an accountant? Likewise, if you do not have sales skills, will you hire an in-house sales manager or use outside sales reps?

ADVISORS

List the members of your professional/advisory support team, including:

- *Attorney*
- *Accountant*
- *Board of directors*
- *Advisory board*
- *Insurance agent*
- *Consultants*
- *Banker*
- *Mentors and other advisors*

If they have experience or specializations that will increase your chances of success, explain. For instance, does your mentor have experience launching and growing a similar business?

OUR PURPOSE

LONG-TERM AIMS

Outline your long-term aims for the business (for example, further expansion, diversification, commercial alliance, acquisition, etc).

BUSINESS GOALS

Briefly detail specific goals you have set for the business to achieve over the next three (or five) years, including sales, exports, employment, product development, new factory, outlet, etc. These are the items in which a potential investor will be interested.

Goals should have clear timeframes for achievements and should be demanding yet realistic. Outline your goals below:

- *[Enter goal 1]*
- *[Enter goal 2]*
- *[Enter goal 3]*

BUSINESS MODEL

PROBLEM WORTH SOLVING

The problem the product or service solves: Every business needs to solve a problem with its customers' issues.

MARKET NEED

Please explain what the problem is and how your product or service solves it. What are its benefits, features, and unique selling proposition?

OUR SOLUTION

Of course, yours will not be the only solution (every company has competitors). Still, you need to explain why your solution is better than the others, targets a customer base your competitors are ignoring or has some other characteristic that gives it a competitive edge.

VALUE PROPOSITION

OUR PRODUCTS AND SERVICES

Detail your product or service offering, what it is, and what it does. Include:

- *Background to its development*
- *Benefits and features*
- *Unique selling points*
- *Advantages to customers*
- *Disadvantages/ weak points*
- *Planned developments*

INDUSTRY RESEARCH

MARKET ANALYSIS

This section should be about 4/5 pages long and give a clear overview of the market in which you will operate, specifically the macro environment, the trends within the market, and any external factors (e.g., regulation/legislation) driving those trends.

INDUSTRY OVERVIEW

Describe the industry you are entering, the outlook on how the sector is growing/changing, and what exactly is characterizing this sector.

- *What market gaps exist in the industry?*
- *What are the key indicators of the macro-environment?*
- *What are trends and future growth opportunities?*

MARKET SIZE

It should look at the size, value of the market, and highlight why an opportunity exists for your product/service. It should also demonstrate a clear understanding of the competition

If you wish, other forms of analyses can be included, such as the PESTLE, SWOT, and Competitor Analysis.

BARRIERS TO ENTRY

What barriers to entry does your startup or company face, and how do you plan to overcome them? Barriers to entry might include:

- *High startup costs*
- *High production costs*
- *High marketing costs*
- *Brand recognition challenges*
- *Finding qualified employees*
- *Need for specialized technology or patents*
- *Tariffs and quotas*
- *Unionization in your industry*

CUSTOMER

TARGET MARKET

Research for the industry in the target geographical scope and ideal customer

- *Describe your target customer. (This is also known as the ideal customer or buyer persona.)*
- *You may have more than one target customer group. For instance, if you sell a product to consumers through distributors, such as retailers, you have at least two kinds of target customers: the distributors (businesses) and the end-users (consumers).*
- *Identify your target customer groups, and create a demographic profile for each group that includes:*

For consumers:

- *Age*
- *Gender*
- *Location*
- *Income*
- *Occupation*
- *Education level*

For businesses:

- *Industry*
- *Location*
- *Size*

COMPETITION

COMPETITOR DATA ANALYSIS

This section aims to show you understand who the key competitors are and the criteria you compete with. It also helps you to demonstrate your market positioning relative to these competitors. There are two recognized ways of doing this, a table and a matrix. If there is a more appropriate way to reflect the competitive landscape for your product/service, then use it as appropriate

Detailed analysis of your competitors in the market, paying particular attention to how they are meeting the customer need:

- A list of the main competitors in your industry /segment*
- A summary of all their products or services*
- An analysis of the strengths and weaknesses of your competition (and your own company)*
- An overview of the strategies being used by the competition to achieve their objectives*
- Change the table headings as needed to suit your analysis*

COMPANY	BASED	VARIABLE 1 E.G., PRODUCT FEATURE	VARIABLE 2 E.G., SECTORAL FOCUS	STRENGTHS	WEAKNESS	KEY STRATEGIES
<i>Your Company</i>	<i>UK</i>	<i>Service Offerings</i>	<i>Distribution Channels Multiple</i>			
<i>Competitor 1</i>						
<i>Competitor 2</i>						
<i>Competitor 3</i>						
<i>Competitor 4</i>						
<i>Competitor 5</i>						

COMPETITIVE ADVANTAGE

Describe what you believe to be your competitive advantage based on the analysis in Section 4. Therefore, potential customers will choose to buy your product in place of those profiled above.

- Describe your positioning/offer in terms of Features, Technology, Price, Value, etc.*

BUSINESS EXECUTION

IMPLEMENTATION STRATEGY

This section should be c. 2 to 4 pages in length and outline your approach to bringing your product/service to the various markets.

MARKETING STRATEGY

The marketing strategy describes at a top level how you will bring your product/service to market most effectively and efficiently. It is a combination of several individual marketing disciplines and sales disciplines. It may vary over time and as your product/service develop

Note: Marketing Strategy ≠ Advertising Strategy, advertising is just one part of an overall mix of marketing actions

How you will position your product or service in the market and differentiate it from its competitors:

- *Which segments of the marketplace will be targeted first and why?*
- *How will this be developed to reach the entire target market?*
- *How will you differentiate your product or service?*
- *What key benefits will be highlighted?*
- *What types of relationships will you have with customers?*
- *What potential customers have you already targeted?*

PRICING MODEL

How will you make money from the product/service solution? How will you set the price charged for your product or service? Describe the many ways you will earn revenue, e.g., Product Sales, Service Sales, License Sales, After-sales, Upgrades. While this will be described in greater detail in the supporting financial projections accompanying this Business Plan, a top-level overview of the pricing structure should be included here.

Adjust the table accordingly to reflect the appropriate structure and level of granularity

PRODUCT/SERVICE (DIRECT)	MARKET A	MARKET B	MARKET C	MARKET D
Product A				
Product B				
PRODUCT/SERVICE (INDIRECT)				
Product A				
Product B				
PRODUCT/SERVICE (ONLINE)				
Product A				
Product B				

SALES

SALES PLAN

The Sales Strategy should outline how you will sell your product or service to the target market. It should include details on

- *Direct Sales*
- *Indirect Sales model*
- *Online*
- *Are there opportunities for a wholesale or white label offering?*
- *Market entry approaches*

It should outline the rationale for choosing these approaches and how they may change over time

SALES FORECAST YEAR 1

Include monthly and annual sales forecast predictions for the first 12- months or as appropriate to support your analysis

OPERATING MODEL

*This section **should be about 1/2 pages long** and should be used to give a clear view of how you will manage the company's day-to-day operations.*

MANAGEMENT/ORGANISATIONAL STRUCTURE

Describe the daily operation of the business, its location, equipment, people, and processes. The operational plan should describe how the company will be managed as it grows over the coming years

PERSONNEL PLAN

For a longer-range resourcing view, create a table that shows the project resource requirement growth across key job titles over several years

OPERATIONS

State the physical requirements of the business (including any vital issue such as location/co-location of offices):

- Premises
- Equipment – leased or purchased
- Production facilities
- Infrastructure
- Communications facilities
- Costs involved
- Key suppliers
- Key processes (software project management, CRM, other technical systems, or certification required for product or service).

MILESTONES AND METRICS

MILESTONES

- Provide a list of upcoming milestones and link to the business goals

KEY PERFORMANCE INDICATORS

- Include KPI's or metrics relevant to your industry (i.e., CSAT, conversion rates)

FINANCIAL PLAN

Include various financial projections to support your business plan

- *Key Assumptions*
- *Projected Statements: Profit and Loss Accounts, Balance Sheets, Cashflow*
- *Funding Needs*

KEY ASSUMPTIONS

This section outlines the critical assumptions used in the financial projections. It is a guide to explain how key figures in the financial estimates were arrived at and the key drivers of the Financial Model. Included here should be items such as:

- *Income sources – How have you developed the sales numbers*
- *Cost of sales – What is the price of sales and gross margin*
- *Number of employees projected for each year and their intended salaries*
- *The monthly cash burn rate and funding runway*

PROFIT AND LOSS

Insert a summary of the Profit and Loss showing projections for the first five years of the company's operations by year.

BALANCE SHEET

Insert summary balance sheets for the first four years of the company's operations showing the opening balance for both the immediate past year-end (were trading) and the period closing immediately before investment. In addition, any significant liabilities should be highlighted and addressed.

CASH FLOW

The cash flow prediction for the first full year of the company's operations by month and a summary cash flow by year for years 1 to 2 of the plans should be included.

FUNDING REQUIREMENTS

This should outline the business's total funding requirements, how those are intended to be provided (your funding strategy), and what key issues (milestones) drive the funding need. This may include the number, size, timing, and composition of funding rounds. It would help if you also recapped the investment already received.

FUNDING SOURCES

- *Owner Funds*
- *Bank Loan or Private Investor (Angel) or Venture Capital*

You will also need to state the uses of these funds to date

APPENDICES

This section is used to provide the detailed data on which the main text of the business plan is based and provide extra information of interest to the readers of the business plan. Items for inclusion in appendices vary from business to business but typically include some of the following:

- *Detailed financial assumptions*
- *Detailed market research findings*
- *Exact product or service information*
- *Testimonials or letters of intent from customers.*

Do not seek to “pad out” the document in the appendices – ensure that information included is relevant and adds value to your plan. If the Appendices exceed c. ten pages, then create a separate document for them, i.e., market research