

STARTUP BUSINESS PLANS

Why? –

- to ensure that your business is well-prepared
- to identify actions required to get the business ready
- to monitor progress after the business has started
- to present your business to others

There are no fixed rules about the layout and content of a business plan. This document provides a framework – please adapt it so that it works for you and your business.

Draft the plan quickly, and then work on those aspects which you feel are weakest.

Show your plan to other people to get their feedback, and identify new opportunities or problems.

Keep going until you are happy with the results.

The activities planned for the early stages of the business should be covered in greater detail, but you may wish to include longer-term plans (e.g. for expanding your range of products, or for selling to new types of customers).

“Writing A Business Plan” may seem a daunting prospect – but with guidance from your adviser at Business Gateway, you can do it.

CONTACT INFORMATION

Business Name:

Business Activities:
what the business does

Start Date:

Business Owner:

Business / Home Addresses:

Legal Structure of Business:
eg sole trader, partnership, ltd company

Phone numbers:

Email Address:

Website:

Bank:

Accountant:

Solicitor:

BUSINESS OVERVIEW

brief summary of this plan

BUSINESS ACTIVITY

PRODUCTS & SERVICES

what products/services you will provide; what aspects are different from competitors (eg price, quality, availability, customer service, guarantees)

PRICING

how will you set your selling price (eg hourly rate; markup on materials; discounts); when will customers pay (eg deposits, credit)

MARKETPLACE

CUSTOMERS

what type of customers you will target (eg general public, business); identify any characteristics of your customers (eg age, gender; size of business); where they are (eg local community / central Scotland / worldwide)

COMPETITORS

who they are; their strengths/weaknesses

SUPPLIERS

of materials, stock, or services to your business; who they are; when you will pay (eg cash with order, credit)

RESEARCH

describe any research you have done/will do

RESOURCES

People

what experience / qualifications you and your staff have, or will obtain; who does what; how much time you and employees will spend on activities (eg selling, preparing quotes, delivering services, book-keeping); backup in case you are unavailable (eg domestic emergency or ill health)

Premises

where you will be based (home, business premises); rent and rates; repairs/refurbishment required; lease conditions and length; planning permission

Tools & Equipment

what equipment you already own; what equipment will be purchased/leased

Stock

what initial stock you will need; how much it will cost; where you will keep it

Advertising & Promotion

how potential customers will know about your business (eg adverts, directories, word of mouth, referrals from other businesses, mail shots, website, business cards, brochures, flyers)

Insurance

what insurance you will have (public liability, employer's liability, product liability, equipment/stock/premises)

Legal Issues

what licences are required; trademark/patent/ copyright matters; data protection; health & safety

Funding Summary

your main items of expenditure, and how you will fund them (cash, loans, grants)

