Insert Logo

Business Plan

NAME of company

[Year]

Table of Contents

[Executive Summary 2](#_Toc11596004)

[Company details 3](#_Toc11596005)

[Mission statement 3](#_Toc11596006)

[The Team 3](#_Toc11596007)

[Advisors 3](#_Toc11596008)

[Operations 4](#_Toc11596009)

[Location 4](#_Toc11596010)

[HR plan 4](#_Toc11596011)

[Swot Analysis 4](#_Toc11596012)

[Regulatory environment 4](#_Toc11596013)

[Marketing 5](#_Toc11596014)

[Products/Services 5](#_Toc11596015)

[Market size/research 5](#_Toc11596016)

[Competitive environment 5](#_Toc11596017)

[Customer profile 5](#_Toc11596018)

[Route to market/ Sales strategy 5](#_Toc11596019)

[Social Media strategy 6](#_Toc11596020)

[Finance 7](#_Toc11596021)

[Three-year projections 7](#_Toc11596022)

[Investors 7](#_Toc11596023)

[Technology 8](#_Toc11596024)

[Technology Spec 8](#_Toc11596025)

[Software in use 8](#_Toc11596026)

[Outsourced IT 8](#_Toc11596027)

[IT Infrastructure 8](#_Toc11596028)

[Data protection policy 8](#_Toc11596029)

[Exit strategy 9](#_Toc11596030)

[Appendix 10](#_Toc11596031)

# Executive Summary

# Company details

Registered company name

Company number

Registered Address

Trading address (if different)

Share holders

Website

Social Media handles

## Mission statement

*Overview of your company goals – keep it short*

## The Team

*Cover the founders and senior people only. 100 word bios approx..*

## Advisors

*Any board members*

# Operations

*This section covers how the business will be run for the coming 2-3 years. Any plans for new offices locations etc.*

## Location

##

## HR plan

## Swot Analysis

## Regulatory environment

*Note this heading will depend on industry FCA regulated companies will be required to cover a large amount of information here, ditto for Pharma & health.*

## Production/manufacturing/outsourcing

*You may need all three but if you are making products you will need to cover any outsourced partners and provide details from them and outline how you work together.*

# Marketing

## Products/Services

 *Here you cover what your products/services with pricing strategy*

## Market size/research

## Competitive environment

*You should do a position map to show where you are against your competitors.*

## Customer profile

## Route to market/ Sales strategy

*This should cover the channels to market, how you will enter new markets, how you will attract new customers etc.*

## Social Media strategy

# Finance

*Give an overview of your income model – expend from your marketing section*

## Three-year projections

*Should be the cashflow, P&L and the Balance sheet. You can put longer term projections in the appendix.*

## Investors

*To discuss any planned future investor amounts and any plans to buy back shares etc.*

# Technology

*This section will depend on the type of business, if not in the tech space limit this to any software and data protection you will have. Where will you store data etc.*

## Technology Spec

## Software in use

## Outsourced IT

## IT Infrastructure

## Data protection policy

# Exit strategy

*May not be for every business to have this plan, but you may want to be explicit if you intend never to sell or if you want to wait x amount of years before considering exiting.*

# Appendix

*You want your business plan to focus on the key high-level plans for the business. The appendix is grear for things like CV, but marketing data etc.*

*Also, for any agreements or contracts with outsourced partners*