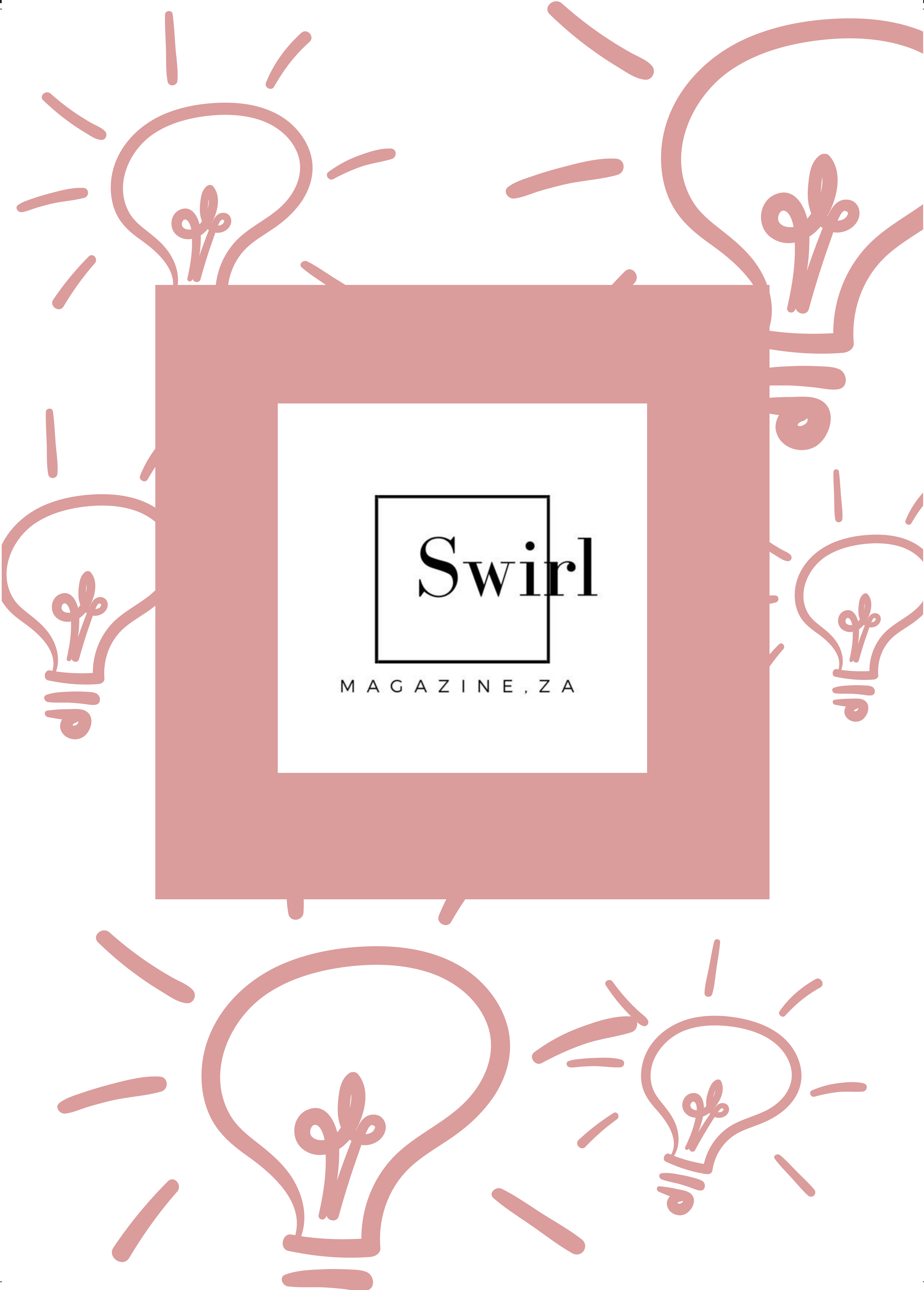


SME TOOLBOX

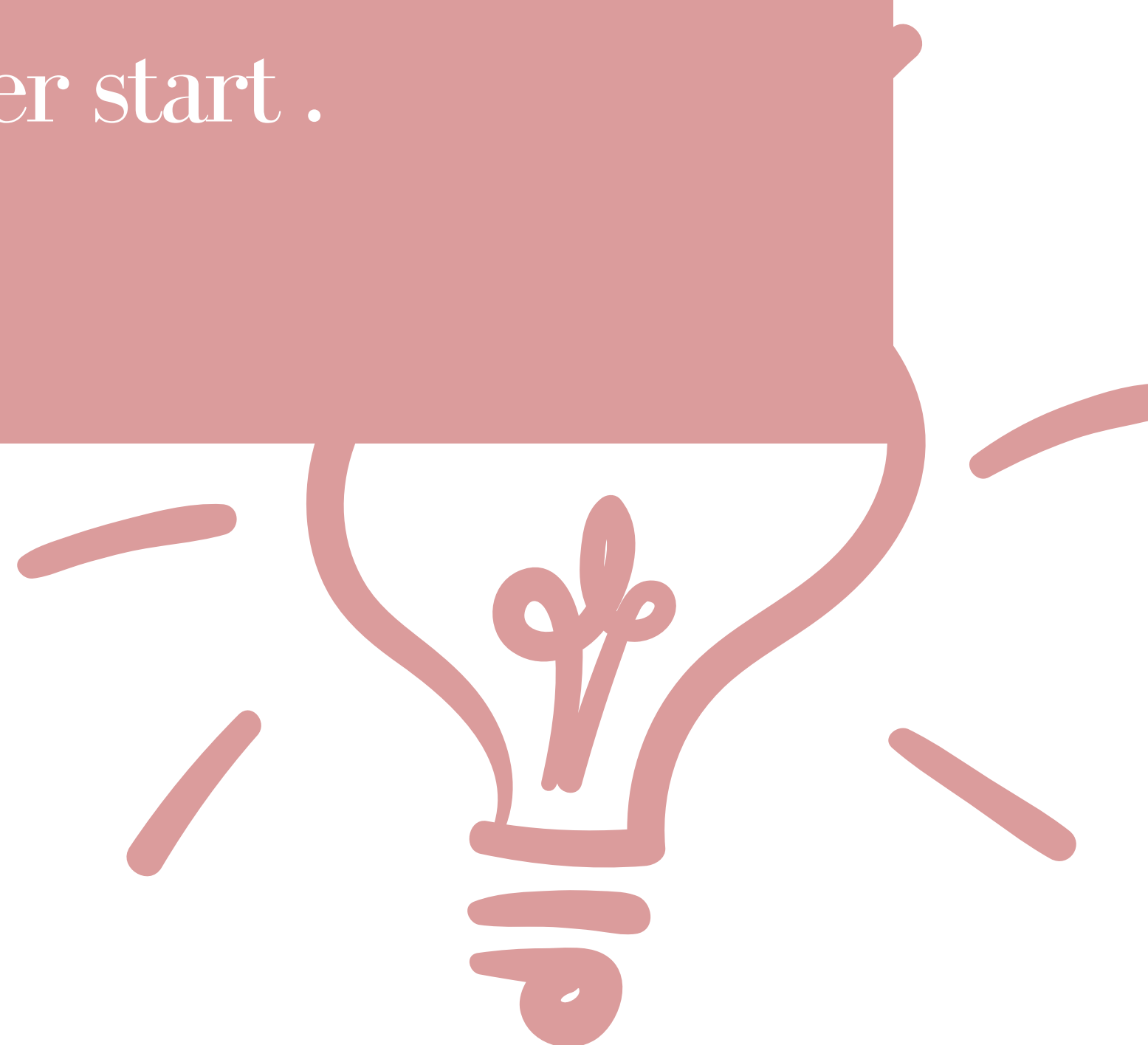
YOUR BUSINESS PLAN

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EXECUTIVE SUMMARY

The Executive Summary can be the most challenging and many advise leaving this for last. However, if you're just starting out, sitting down and thinking about what your dream business will look like (Vision) , your Mission and the details of your business, location, name and so on, can be an easier start .



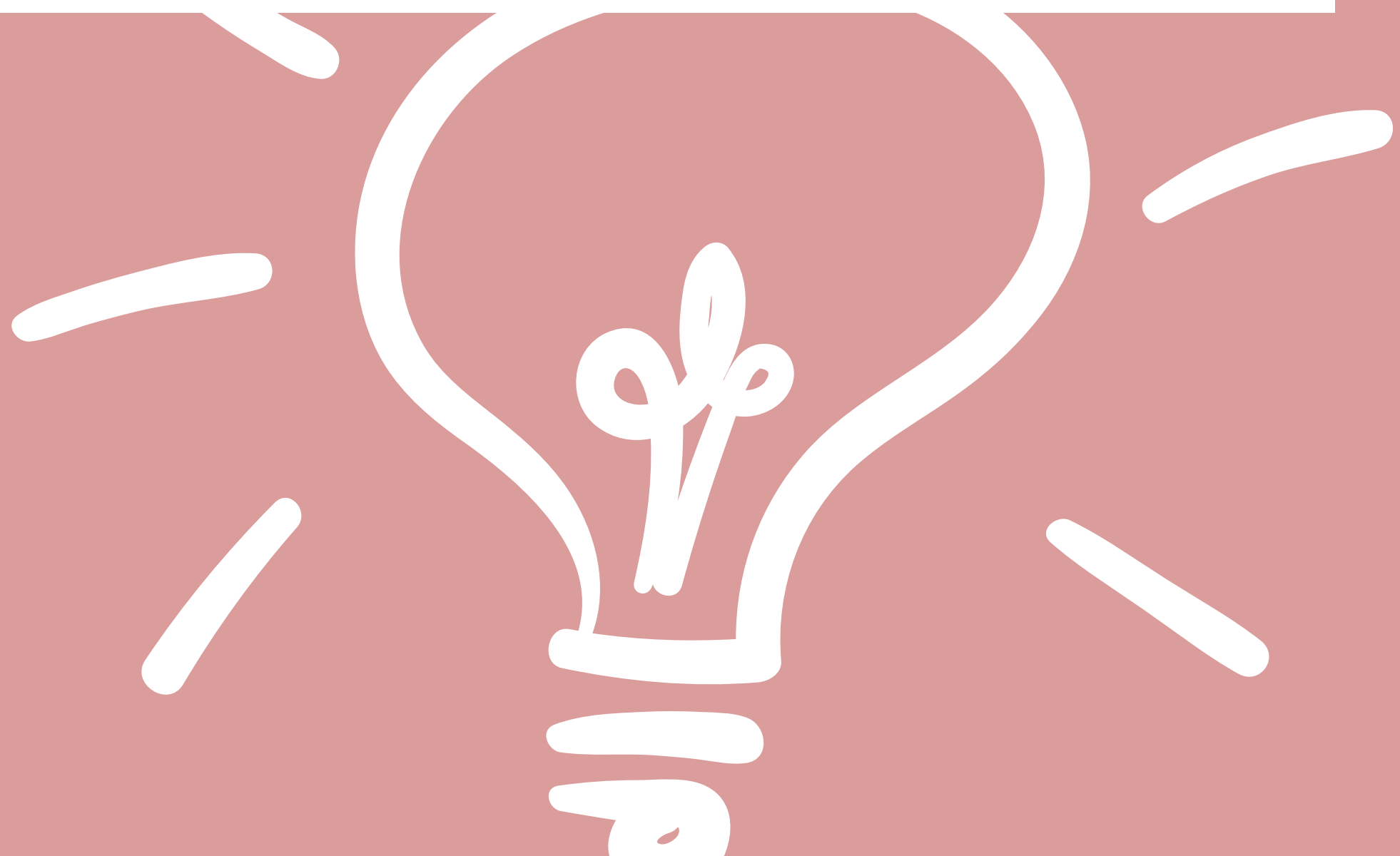
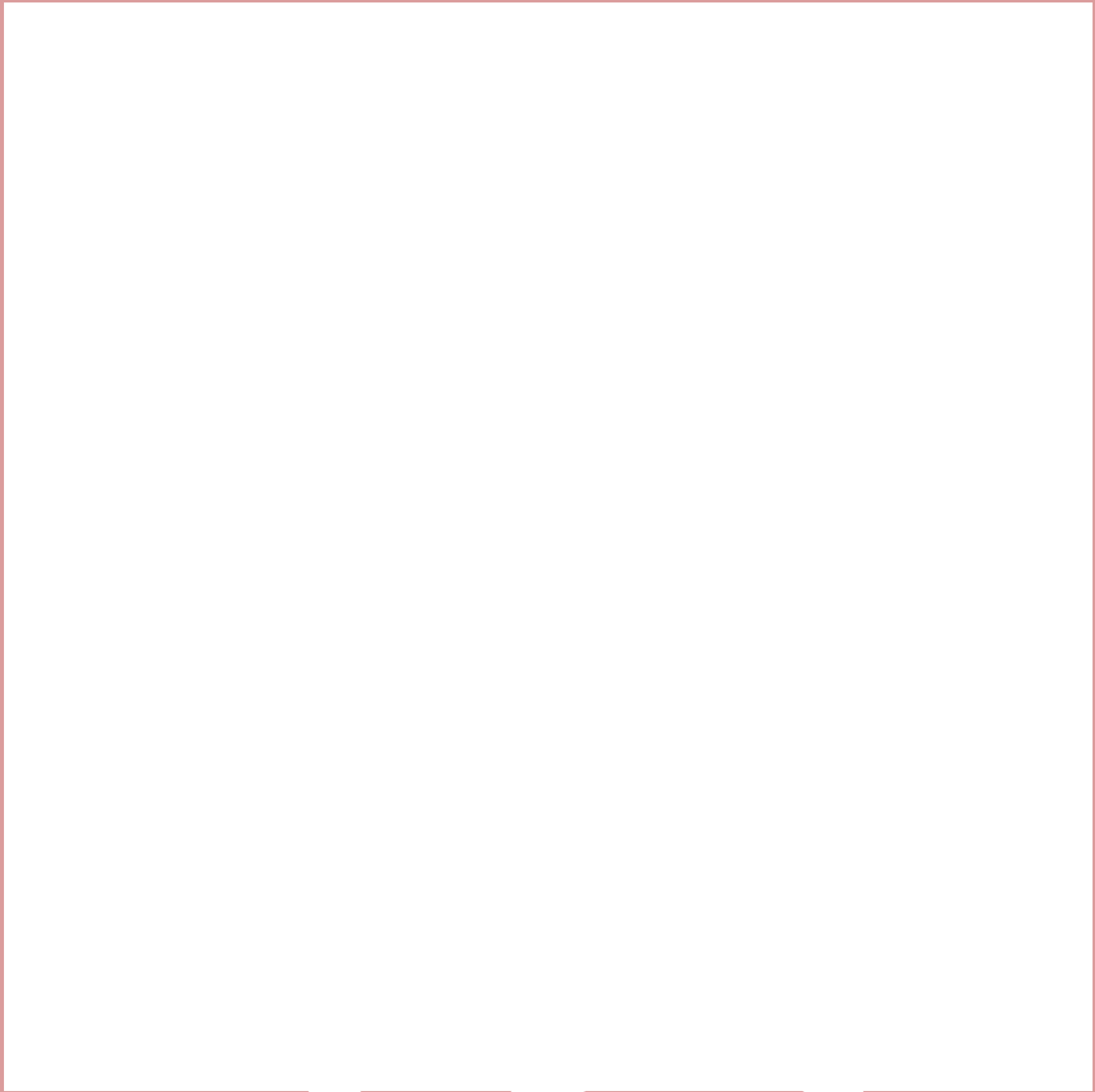
MY VISION



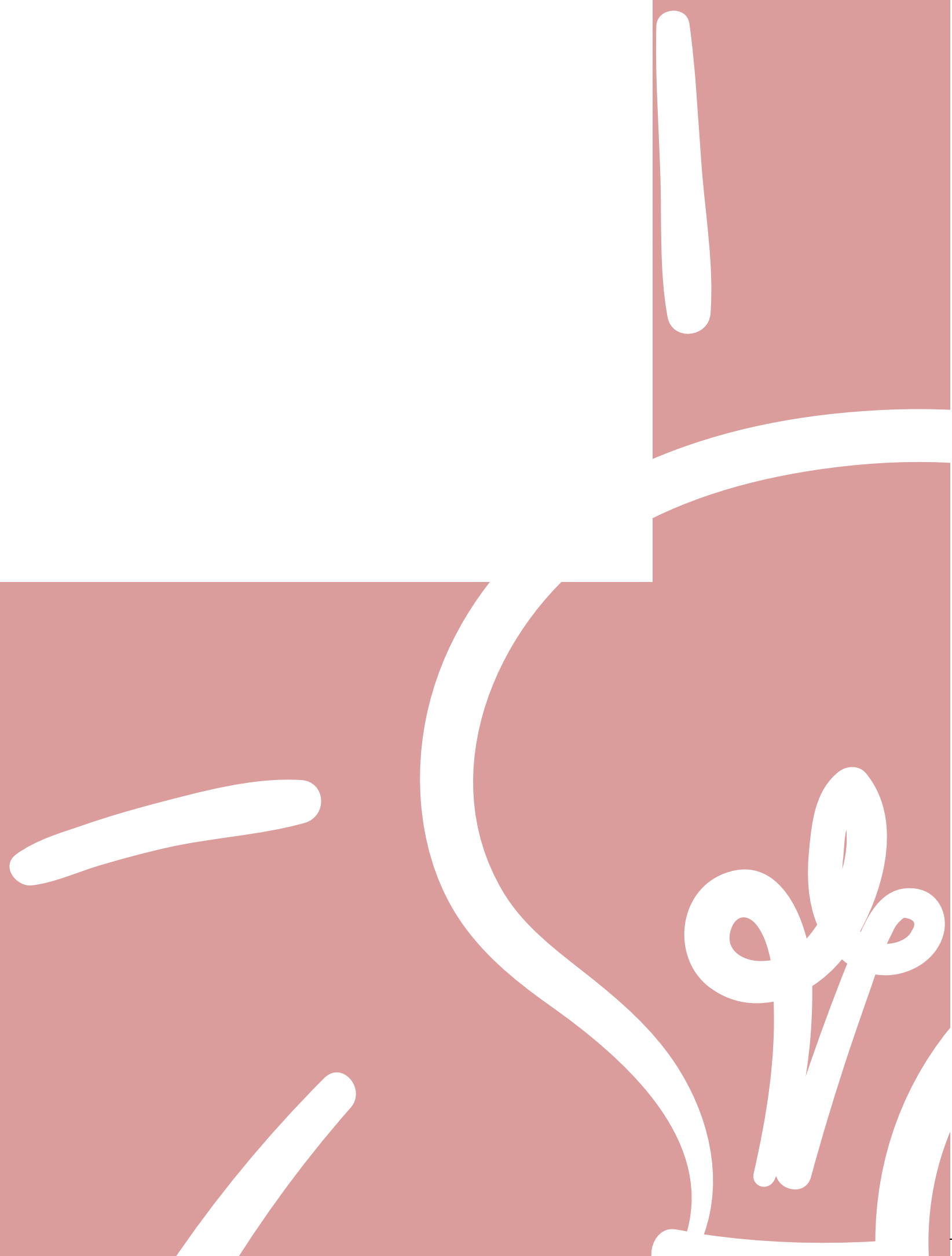
MY MISSION



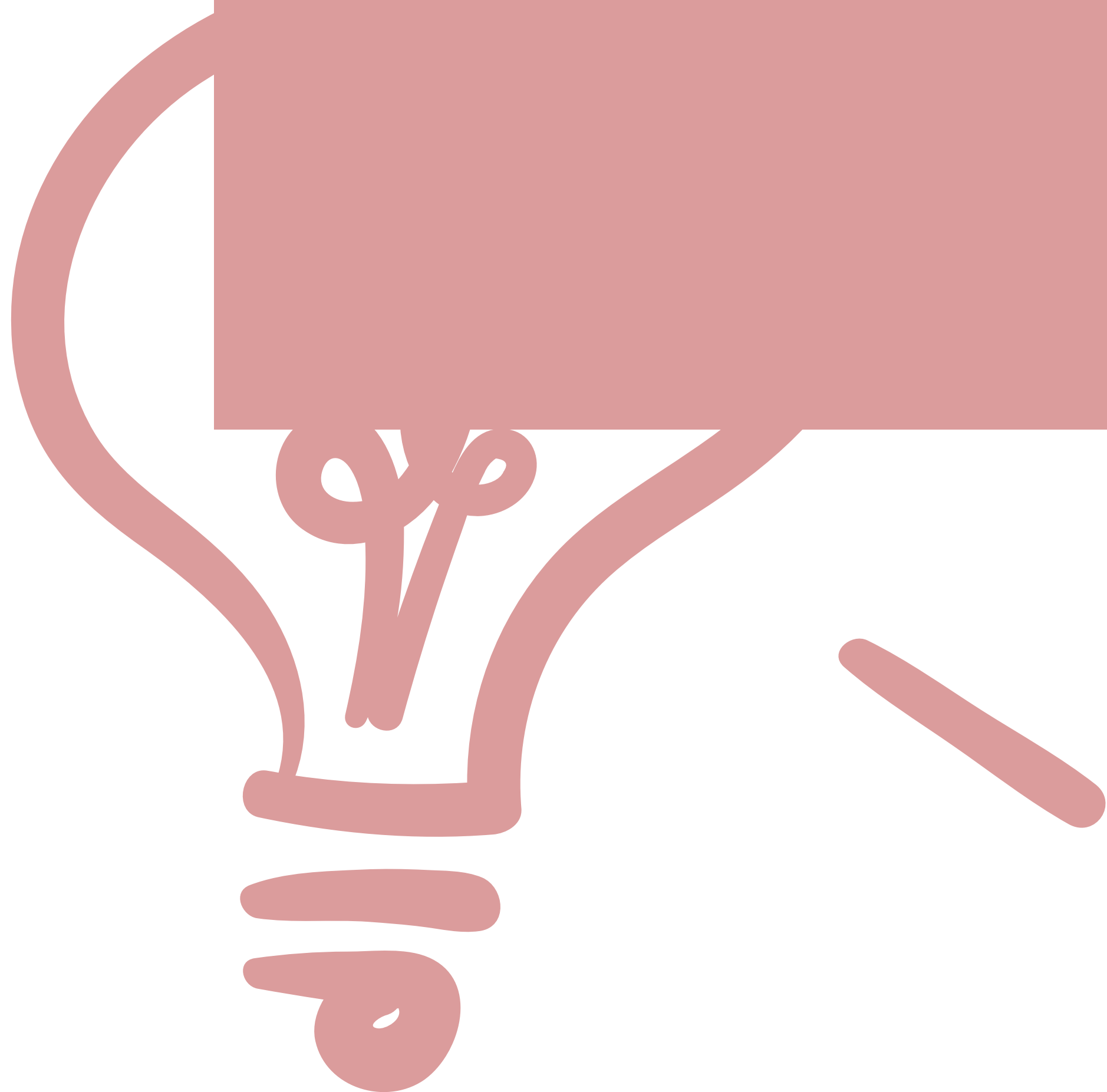
MY PRODUCTS/ SERVICES



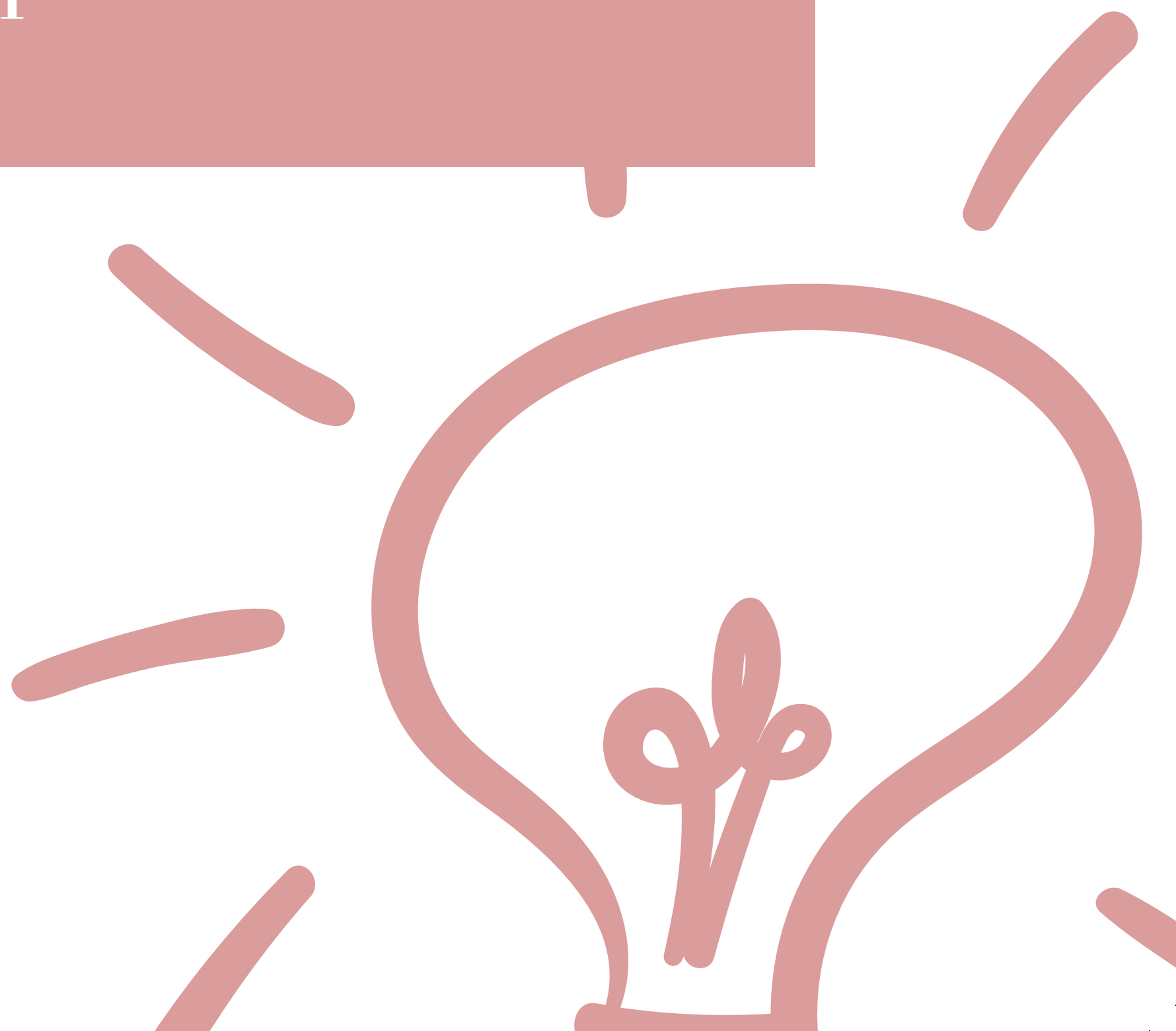
MY BUSINESS DETAILS

A large white rectangular box, likely a placeholder for a business logo or a detailed description of the business details.

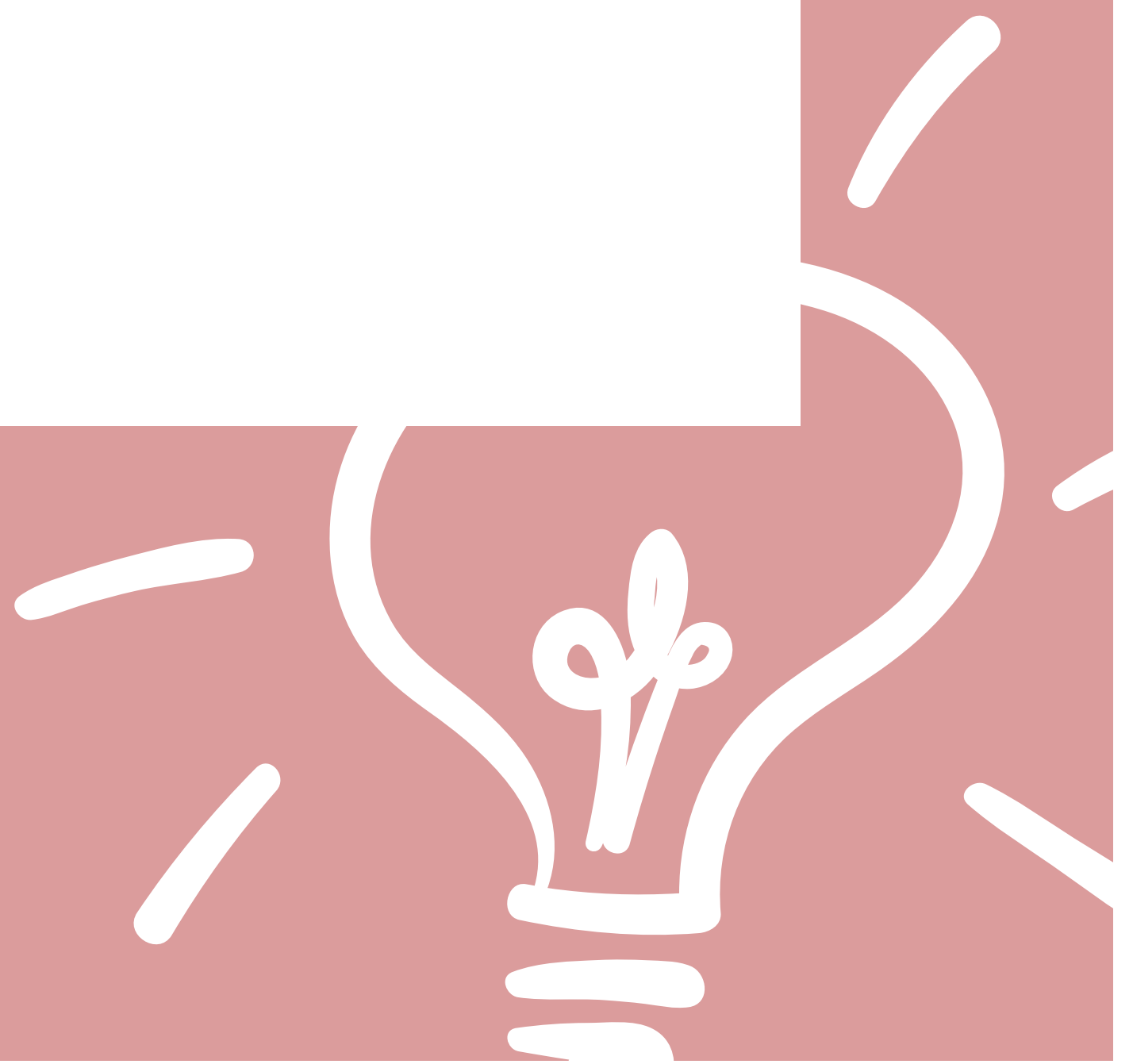
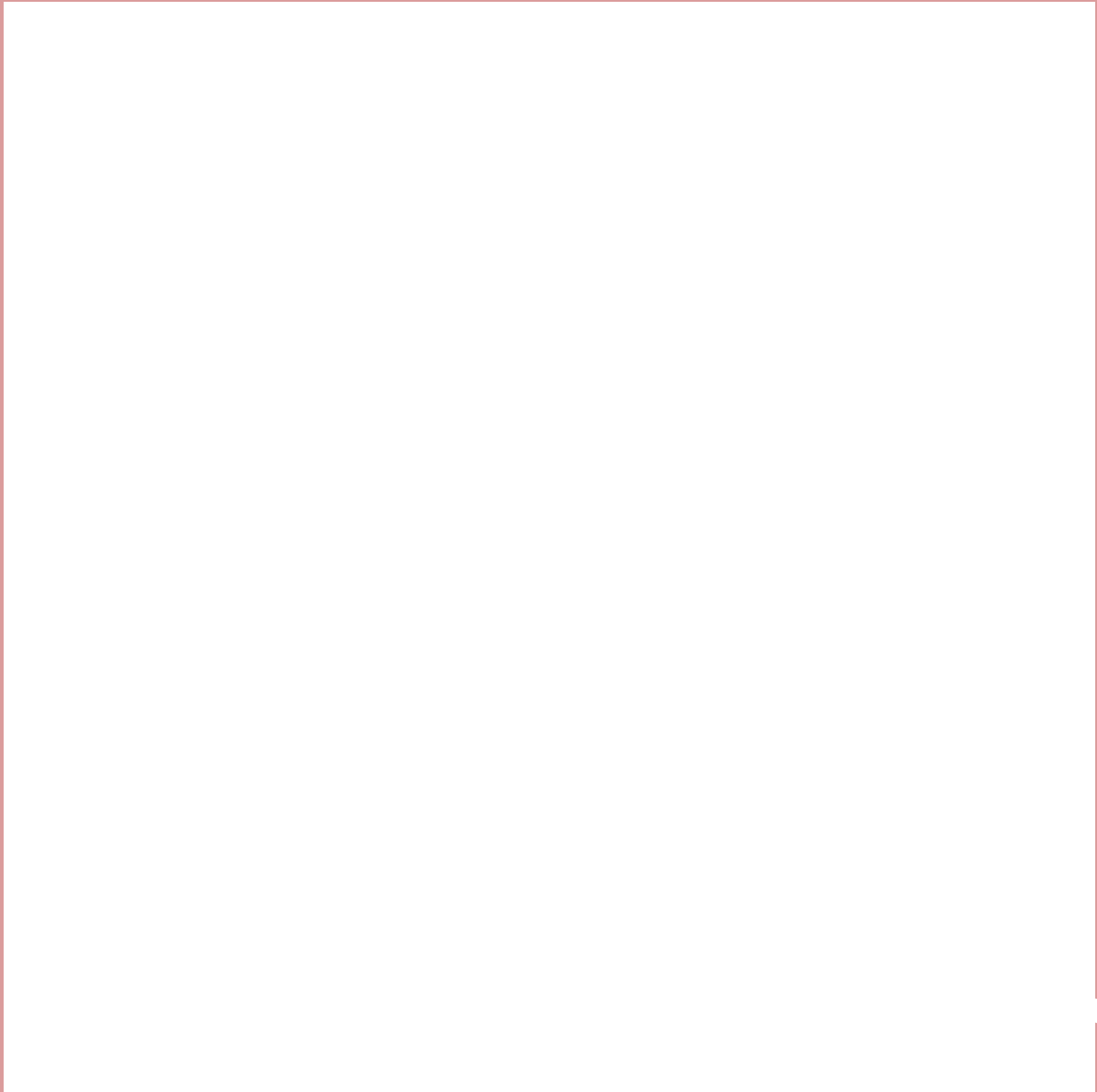
MY COMPANY DESCRIPTION



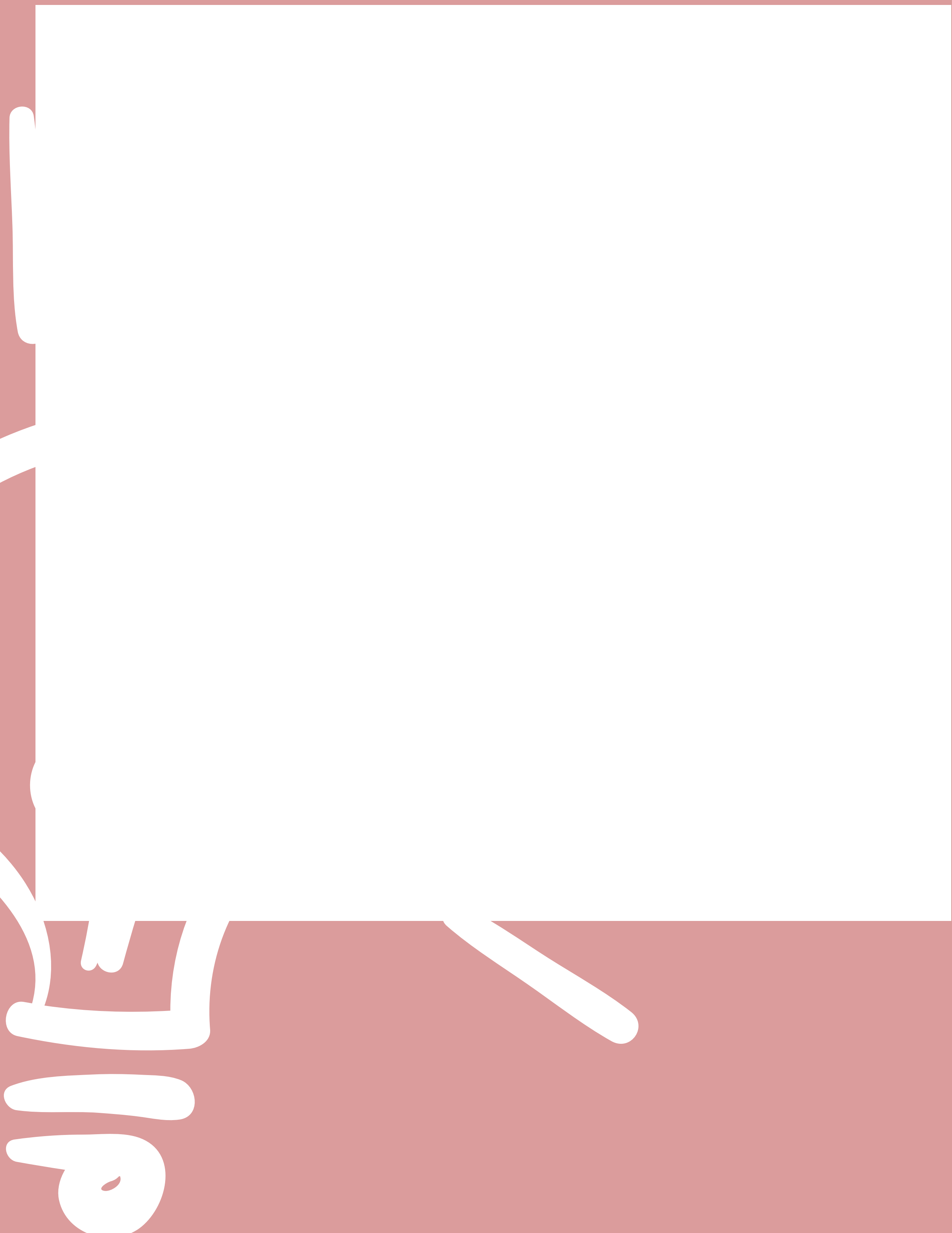
When describing your company, think about what type of legal structure it will have, the nature of the business, a summary of your business goals and how you plan to make a profit



A BRIEF HISTORY OF MY COMPANY



THE LEGAL STRUCTURE OF MY BUSINESS



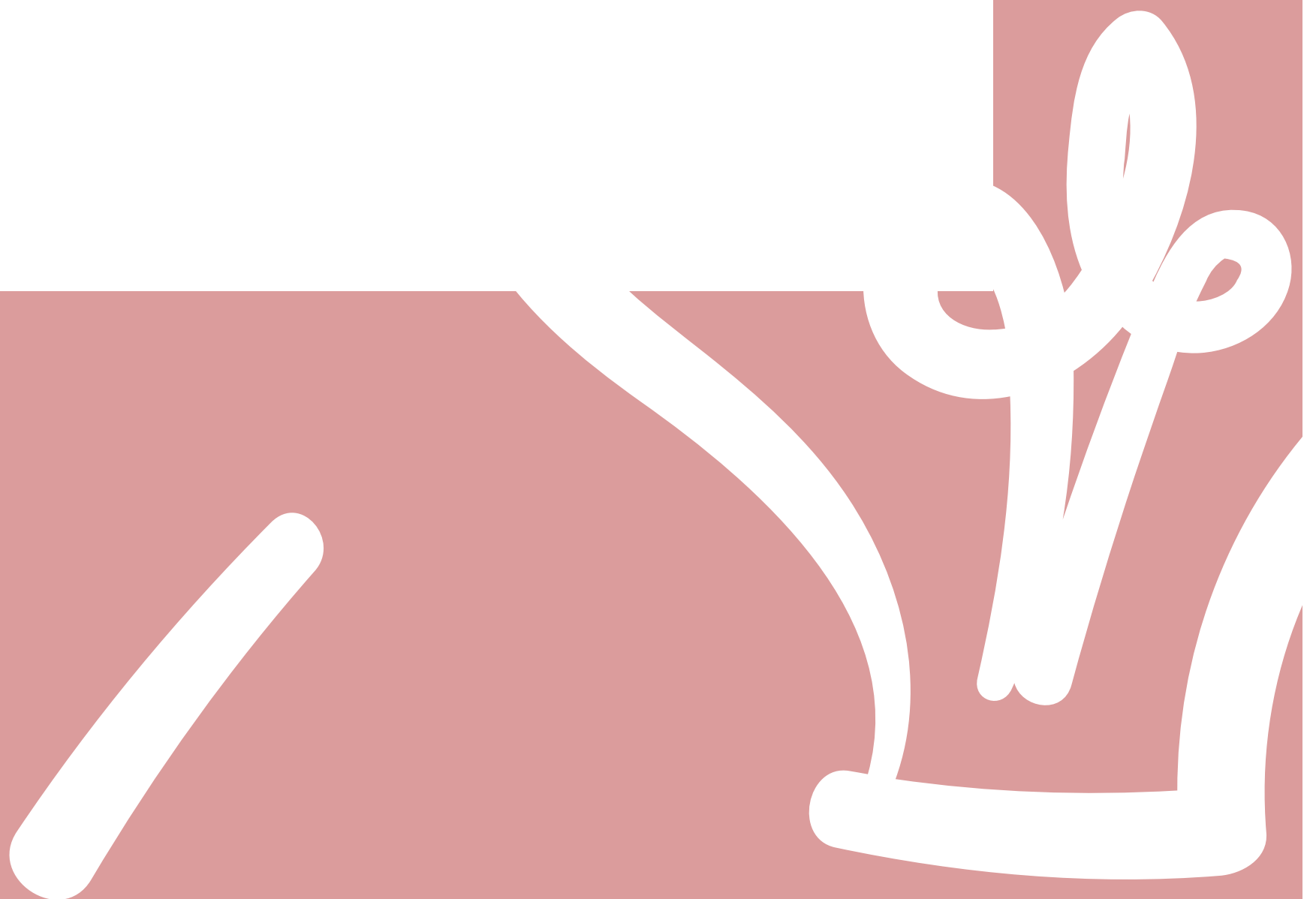
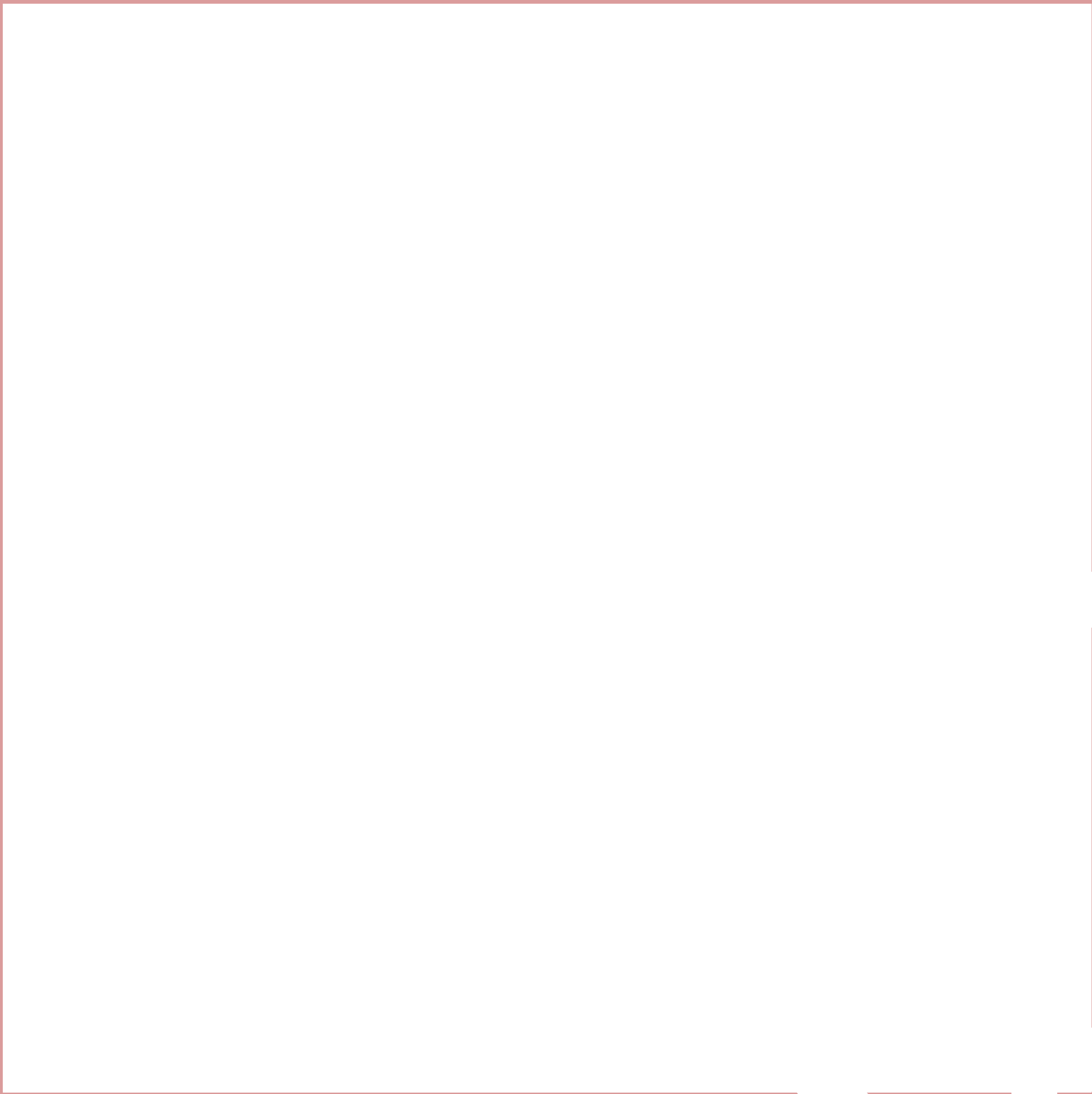
AN OVERVIEW OF MY PRODUCTS/ SERVICES



MY SHORT TERM GOALS



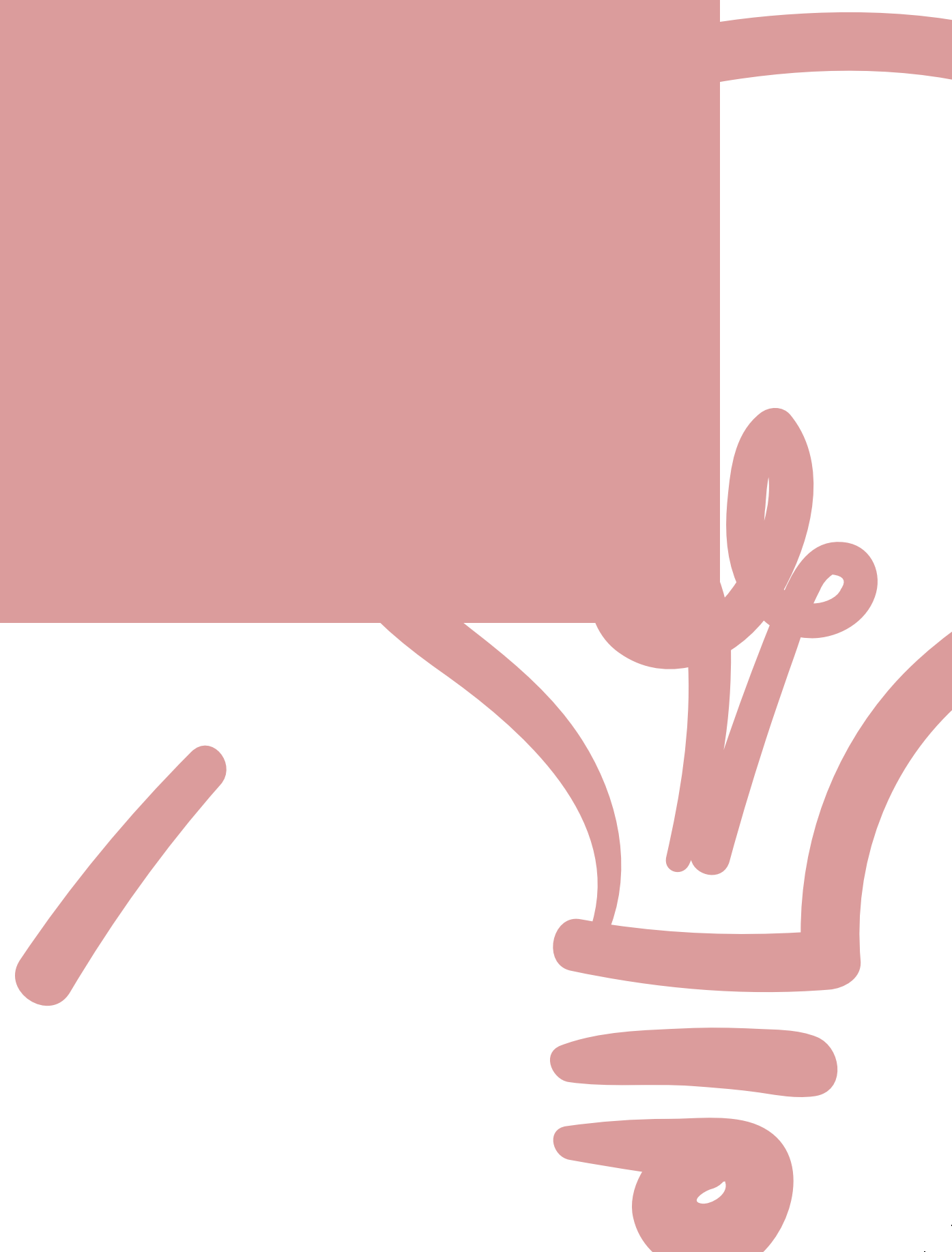
MY MID-TERM GOALS



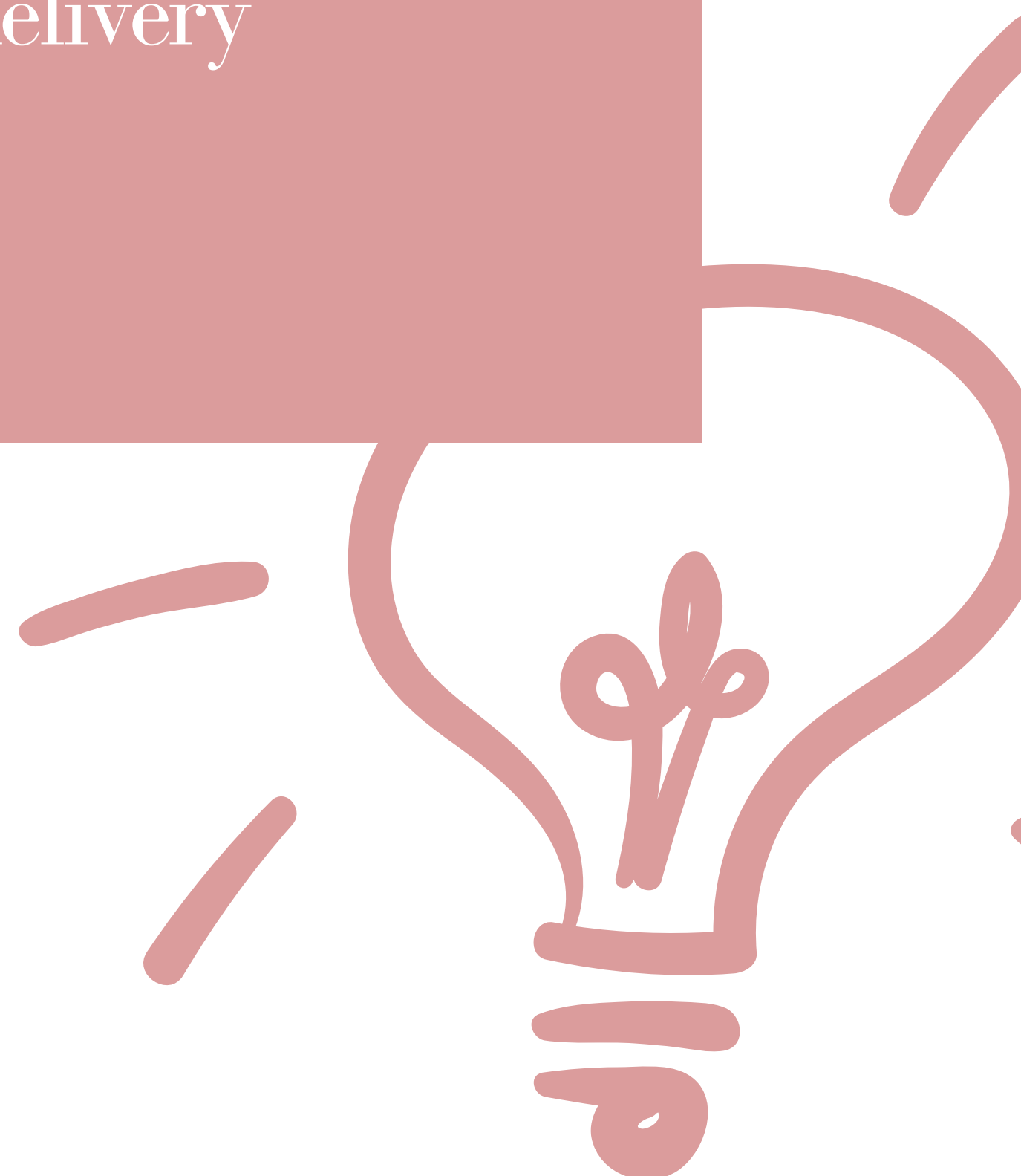
MY LONG-TERM GOALS

A large white rectangular box for writing long-term goals, surrounded by abstract white brushstrokes on a red background.

MY PRODUCTS / SERVICES



In this part of the Business Plan you get to explore the products or services you will offer. Focus on the benefits you will bring to your customers and what differentiates you from your competitors. Also consider how technological, environmental or other changes may impact your product/service delivery

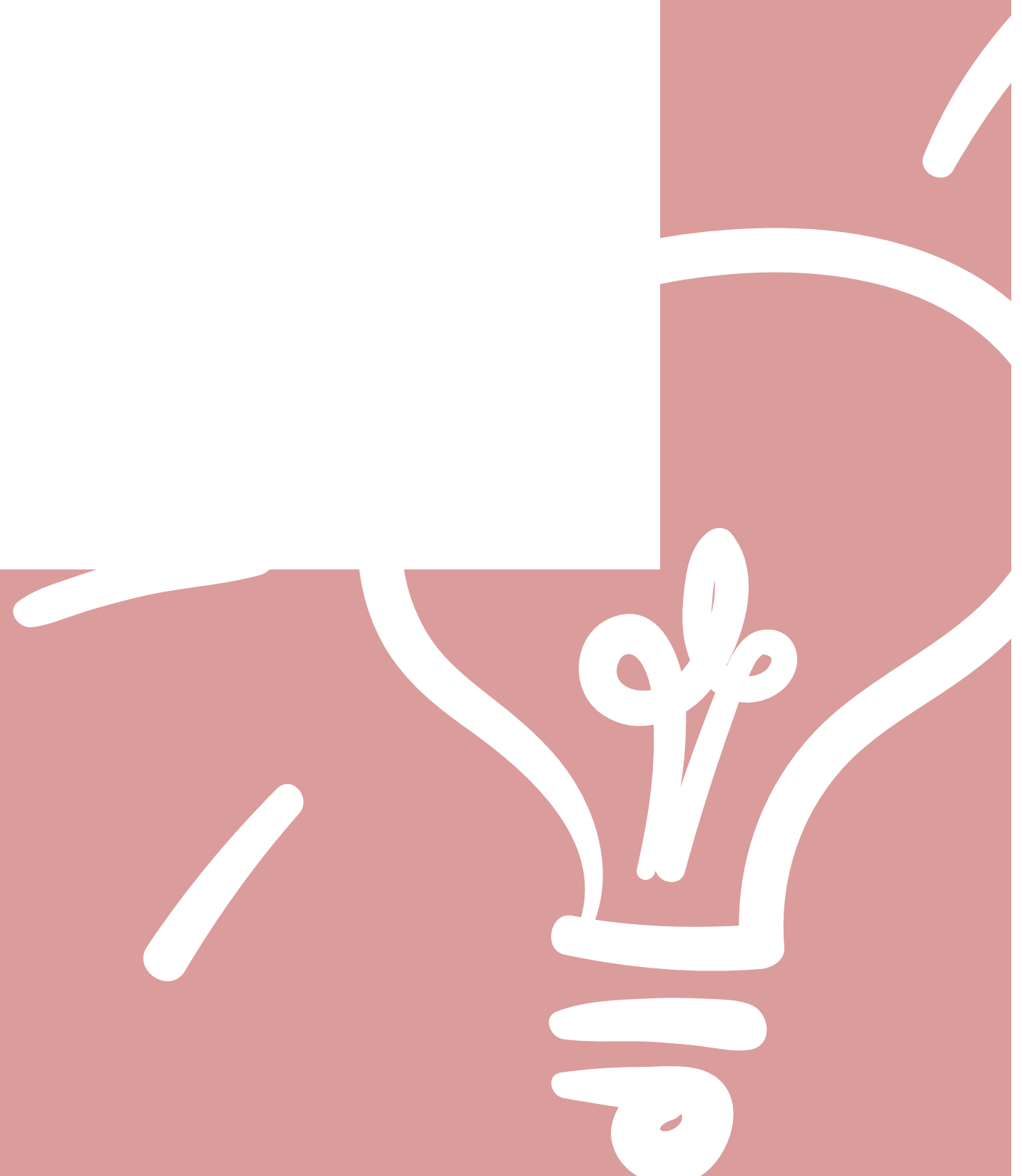




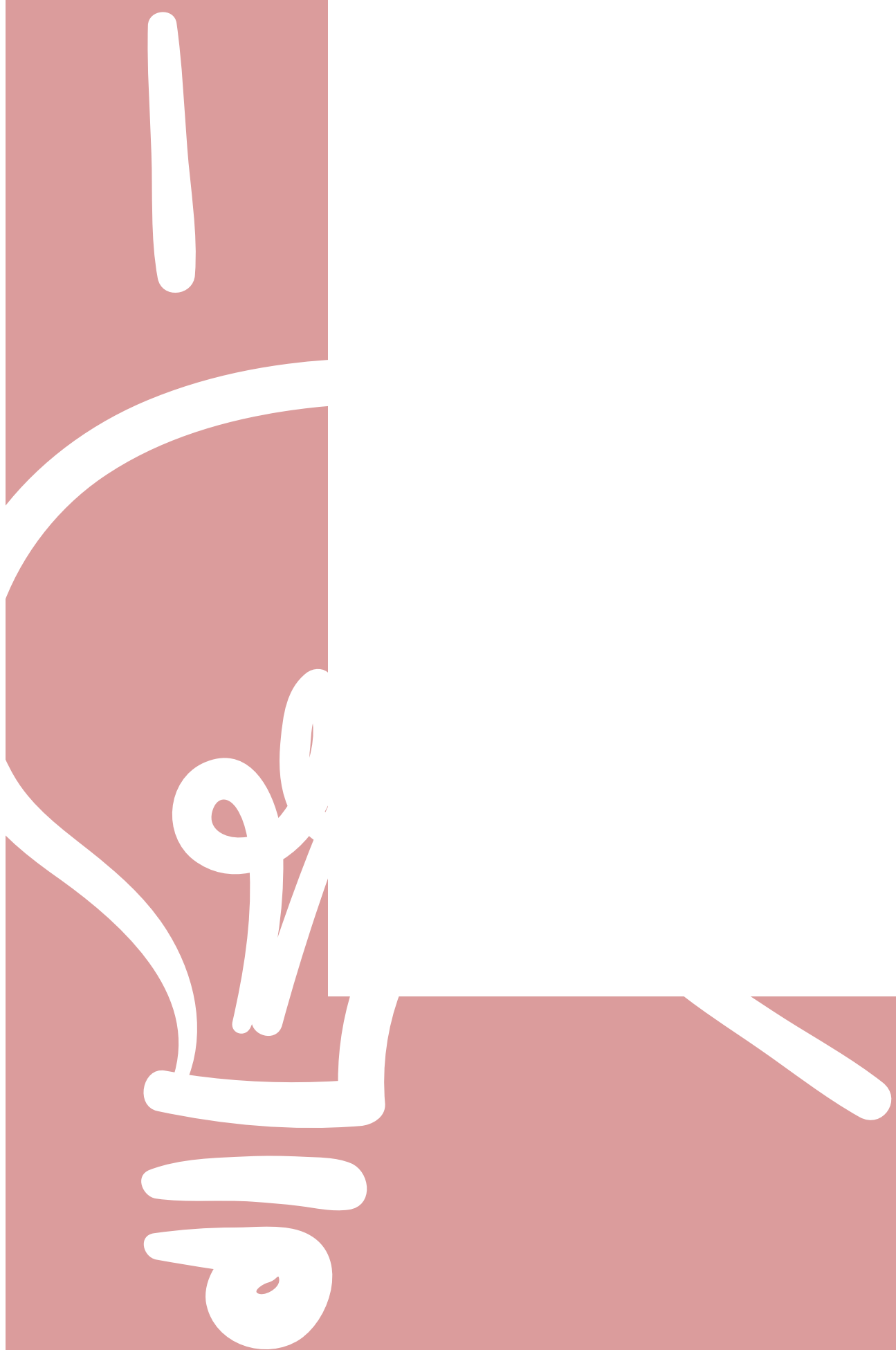
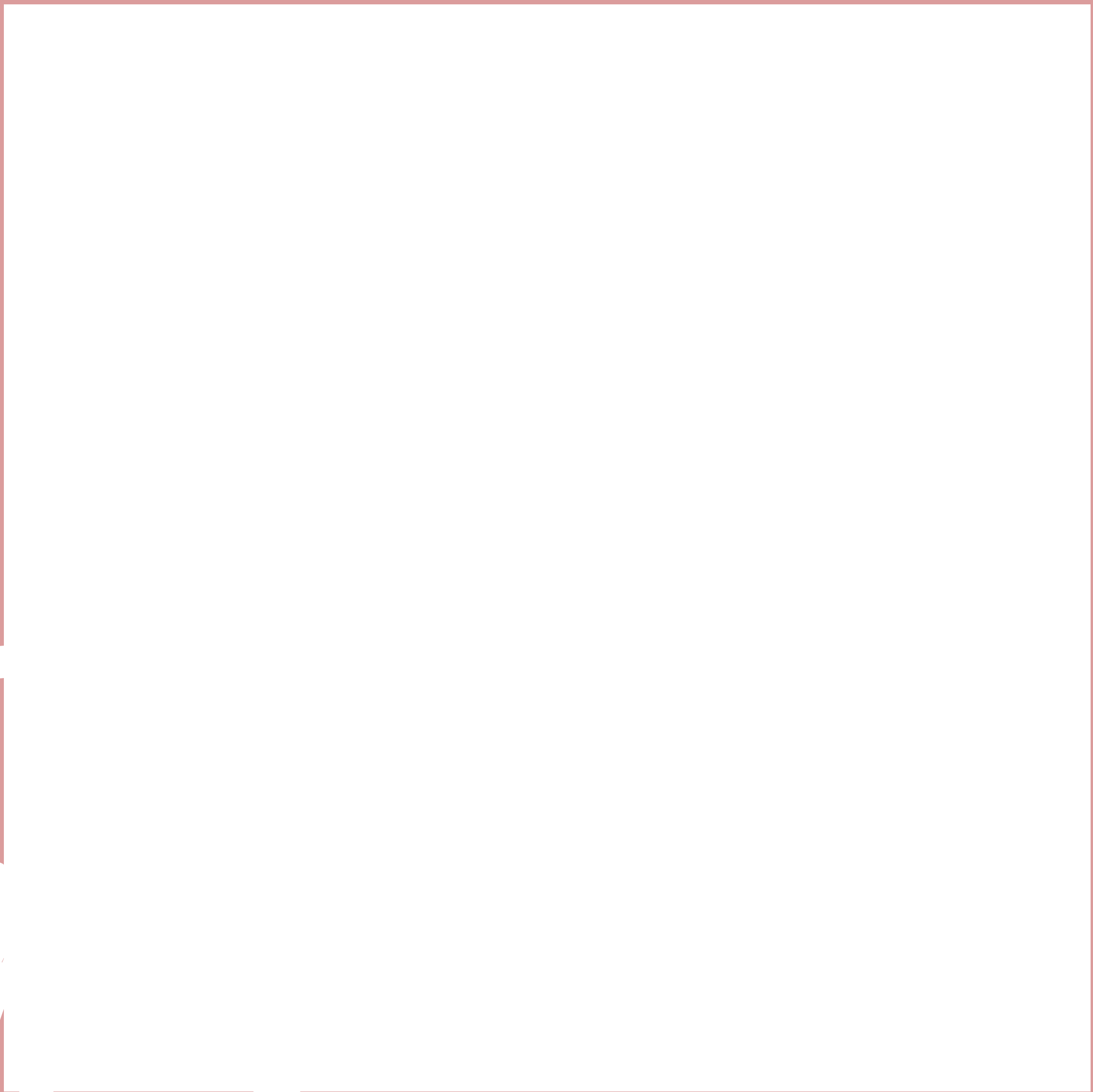
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BENEFITS TO MY CUSTOMERS



DETAILED DESCRIPTION OF MY PRODUCT/SERVICE

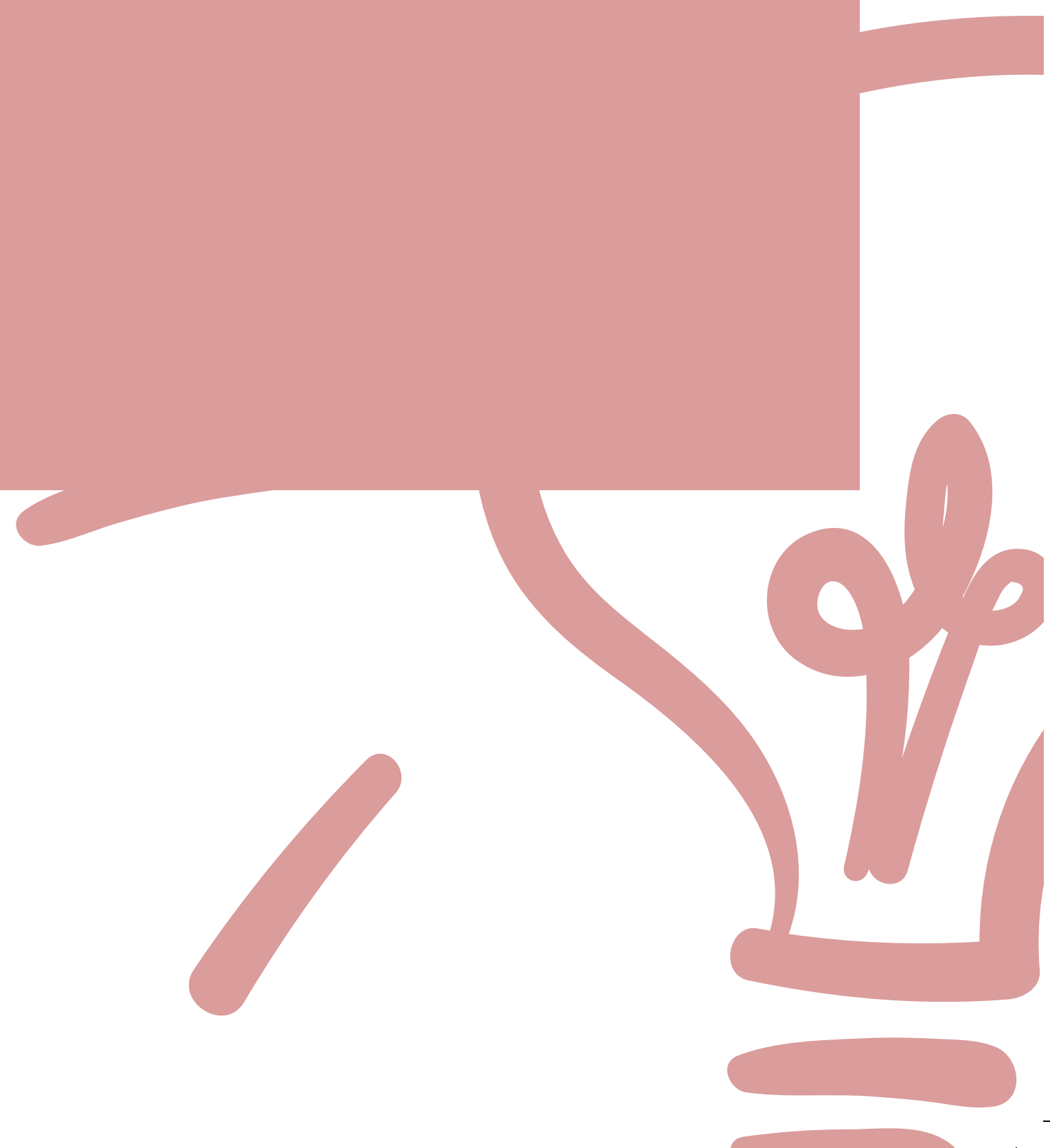


WHAT MAKES MY PRODUCT/SERVICE UNIQUE

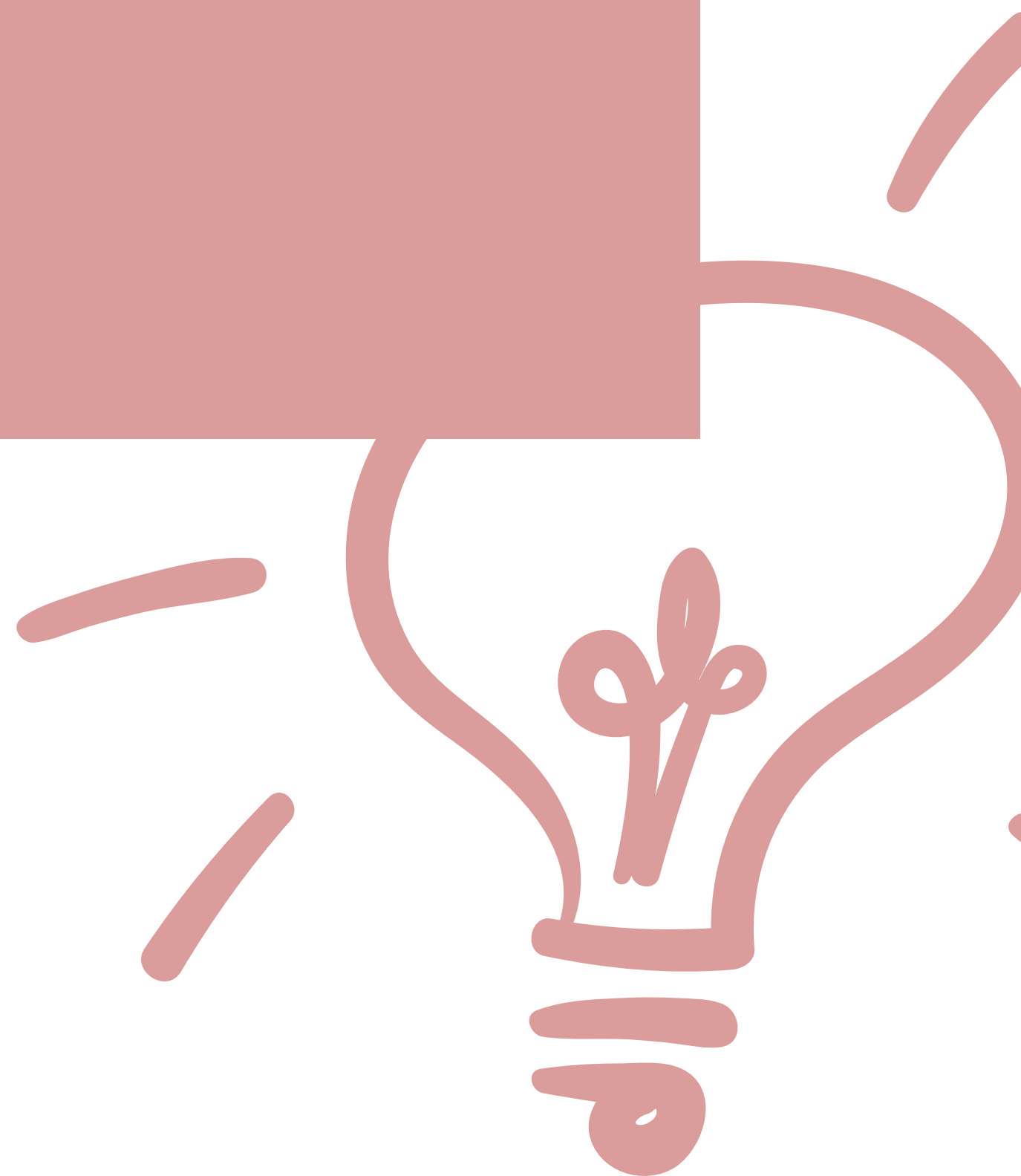


Tip

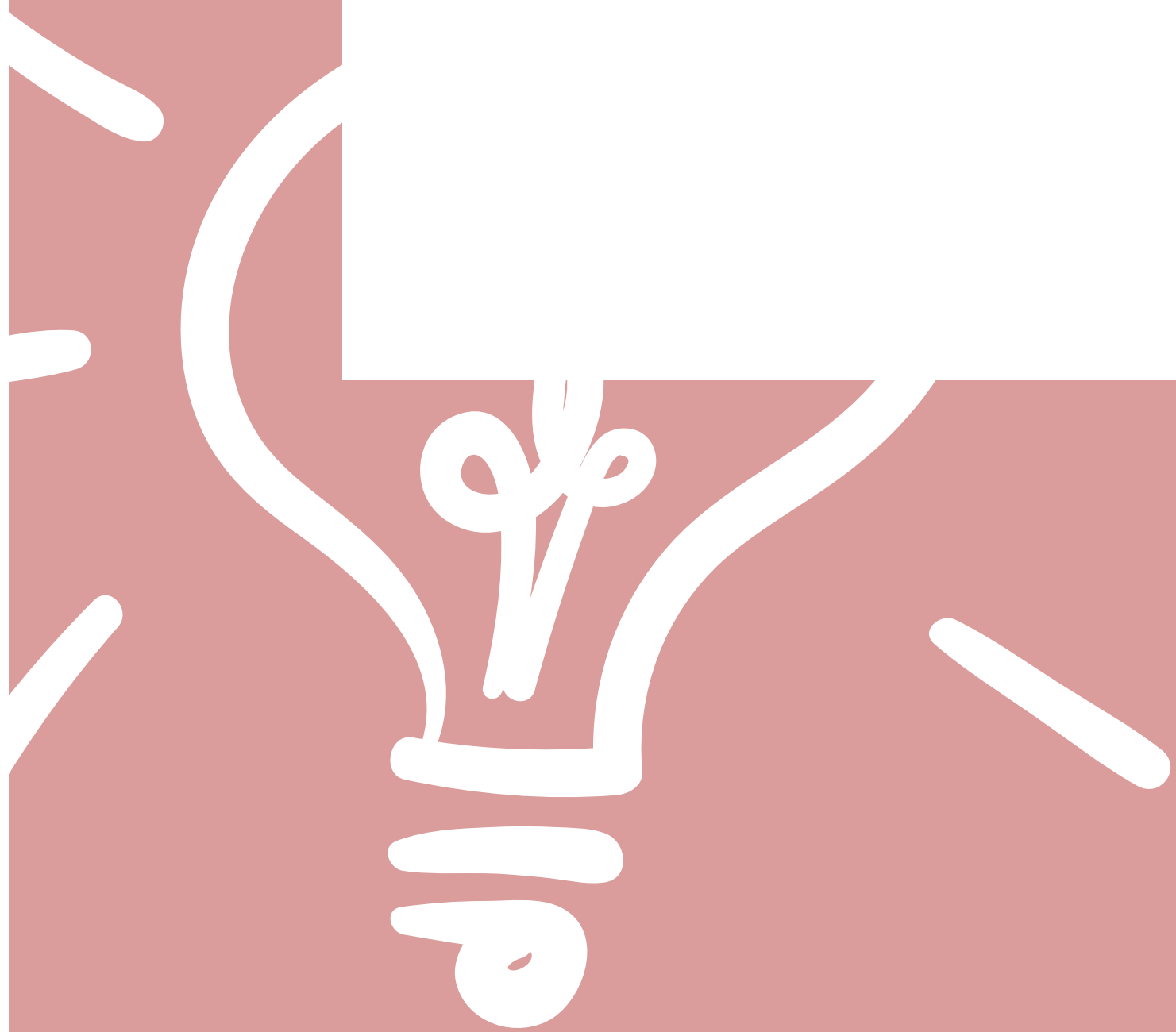
MARKET ANALYSIS



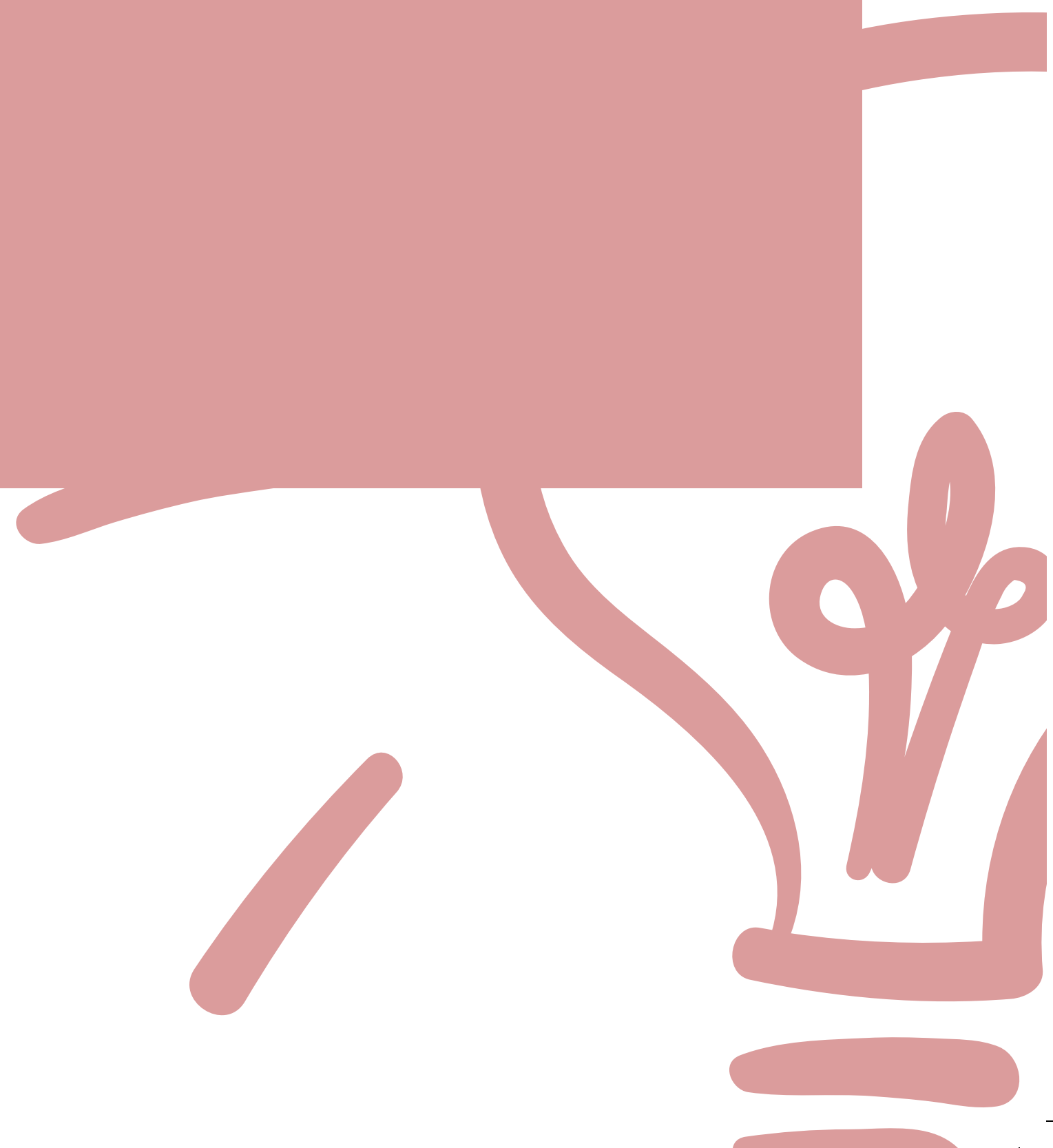
In this part of the Business Plan, you will explore the market you are targeting. You will do a brief SWOT analysis and look at your competitors .You should also prepare data on the market: Past, present and future and think of ways to capitalize on these to grow your business.



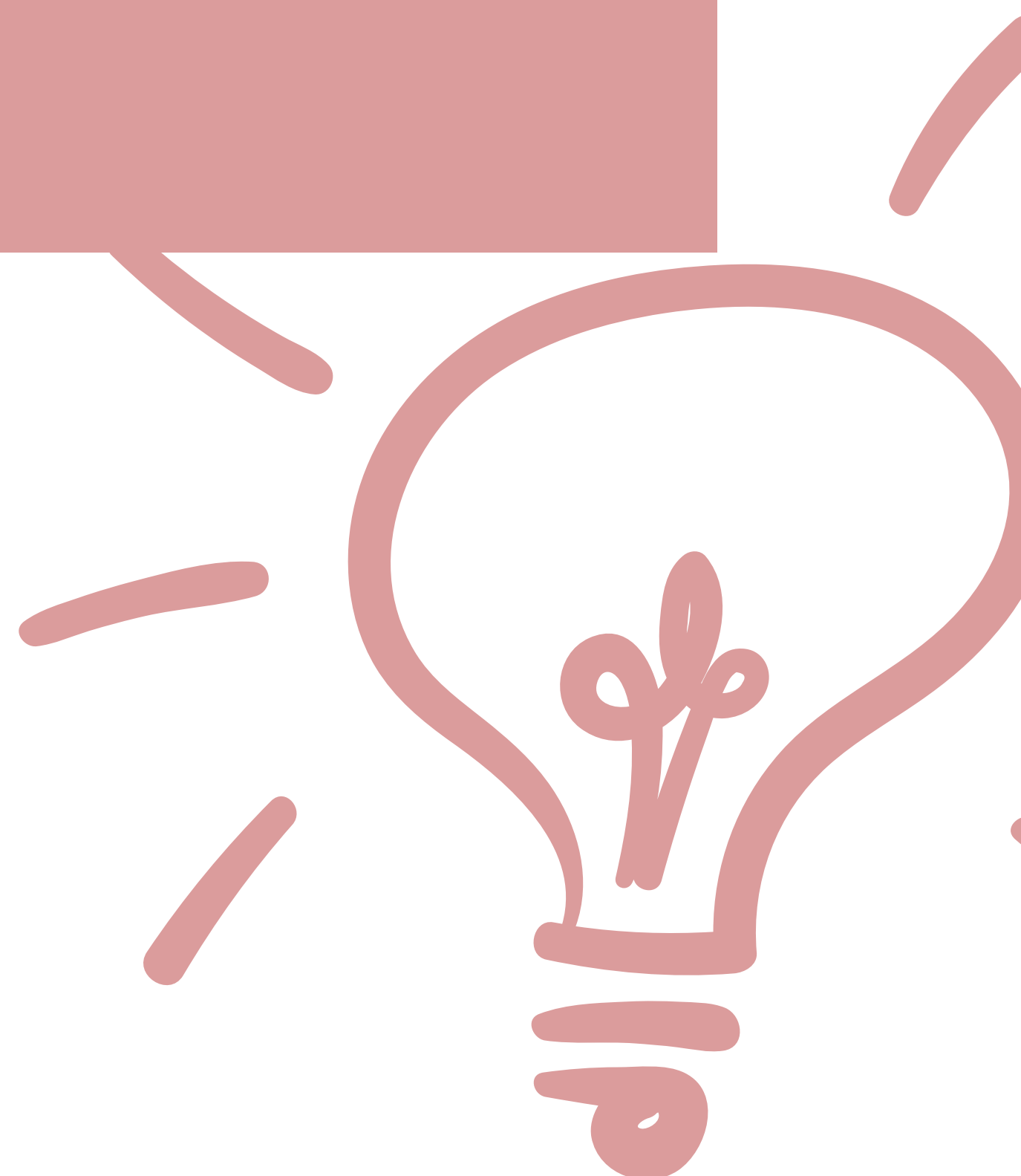
TARGET DEMOGRAPHIC



STRATEGY & IMPLEMENTATION



In this part of the Business Plan, you get to think about how your business will operate day-to-day. You will need to think about staff, supplies, opening and closing times and other things involved with running your business.



LOCATION & OPERATING HOURS

