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| Your Company Name |  |
| **1: Executive Summary** | Normally written after the rest of the plan is completed this section summarises the main points of the plan below. It should be one or two pages in length. Together with the financial summary this is always read.  More info: <http://www.teneric.co.uk/business-plan-executive-summary.html> |
| **2: Vision and overall objectives** | Summarise in one or two paragraphs the vision for the company. This could include where your company aims to be within three years, the financial performance or market share. |
| **3: External Analysis** | External analysis includes all areas which you don’t control but could have influence. The economy, market research data and competitor analysis goes in this section.  More info: <http://www.teneric.co.uk/marketing/get-market-research.html>  More info: <http://www.teneric.co.uk/competition.html> |
| **4: Internal Analysis** | Here you detail areas about your company and your management team. Why are they special? Why are your products better than everyone else? |
| **5: SWOT Analysis** | You should have a list of strengths and weaknesses from your internal analysis and opportunities and threats from your external analysis. List those relative to your competitors in your SWOT analysis. EG: If one of your strengths is a great location but a competitor is a few doors down this is not a strength in the market place.  More info: <http://www.teneric.co.uk/swot.html> |
| **6: Sales and Marketing Plan** | How are you going to communicate and sell to your target customer base? What sales channels are you going to use? What is the cost?  More info: <http://www.teneric.co.uk/businessinfo/developing-sales-channels.html>  More info: <http://www.teneric.co.uk/marketing-plan-template.html> |
| **7: Action Plan** | List six or seven key objectives for the duration of your plan. |
| **8: Financial Plan** | Detail for 12 months your Profit and Loss Account, Balance Sheet and Cash Flow forecast. For years two and three an annual forecast is fine.  More info: <http://www.teneric.co.uk/cash-flow-calculator.html> |
| **9: Key People and Biographies** | Provide two paragraphs of the key individuals in your organisation. |
| **10: Appendices** | The main plan should be between 20-25 pages. If you have additional analysis then place it here in the appendices. |

More information at <http://www.teneric.co.uk>

Download sample business plans at <http://www.teneric.co.uk/businessplans/>

**About the Author**

Peter Hale has over 26 years business planning experience and is considered one of the UK’s leading authorities. His foundational corporate planning development at DHL produced a system for each of the 220 operating countries for the annual planning process. Teneric was formed to take these corporate successes to assist new small business owners. Peter holds a business Diploma and a Masters in Project Management.