

Write Your Business Plan.

Thank you for downloading this business plan template.

This template has been developed in conjunction with all major UK banks and has been used by large multinational companies such as DHL, American Express, Lucent Technologies, Brussels Airlines and over 25,000 small businesses.

Need Help With Your Business Plan?

Get free online help with your business at <http://www.teneric.co.uk/forums/>

Download a completed business plan specific for your business sector at <http://www.teneric.co.uk/sample-business-plan.html> - all plans have already secured bank finance and have each section you need completed including market research, customer profiles, marketing plans and 3 years financial statements.

About Your Business Plan

Your plan has a basic purpose. To let you and your target audience (banks, CEOs etc) know about your business today, where you want to take it in the future and how you are going to get there. It's describing your company's journey to the success you desire.

If you have all the information to hand you should be able to write your plan in just a couple of hours.

The following template below is split up as :

- Where do you want to be?
- Where are you now?
- How are you going to get there?
- How will this be financed?

Business plan template - the structure of a good plan

EXECUTIVE SUMMARY

This is an overall summary of your plan. Most people might just read this section so you'll need to put in your main selling points. Include some headline financials and why someone would want to invest in your business. Do this section last as it's a summary of the rest of the plan.

BUSINESS VISION – what do you want to be ?

Where are you taking your business over the period of your plan.

It depends on how quickly you can develop your business but this is your basic business aim. Think about how you would like your business to look like in 18/24 months time. Do not use words like "best, biggest etc".

Say exactly:

- what benefit you will be offering your customers
- who are you offering the product/ service to ?
- how good will it be (not everyone will be number one)
- the coverage of your business (a region in the UK or just a town)

For example - We will become the bed and breakfast hotel of choice in Lands End for young families by offering value for money, safe and fun facilities and partnering with the local tourist board and #1 web travel booking service.

ANALYSIS – where are you now ?

> EXTERNAL ANALYSIS – current situation only

Summarise the situation today. What are the market trends (you must be able to get external research and you should be able to obtain this free of charge. Try business-link, your local council, tourist boards, your industry membership body or search on the internet– someone will have some free info). Add in sections for:

- The economy & business environment
- The Market Place
- Competition - who are they, what do they offer
- Market share - in each key market
- E-commerce/ technology

> INTERNAL ANALYSIS – current situation only

Be realistic but positive in this section. Remember this is only where you are today and not where you would like to be. This section as the one above is just setting the context of the plan (whether you are number 1 today, just getting started or are you having difficulties) then you can decide what to do. Add in sections for:

- Your business - products and services - trends and description
- Customers and Marketing
- Sales
- Group structure
- Management Team/ HR

> SWOT analysis (from your analysis above)

- Relative strengths
- Relative weaknesses
- Opportunities
- Threats

You will need to understand those that are your real SWOTs - you'll need to rank them for impact to your business and for you to the market place as well as how relative they are to the competition.

WHERE ARE YOU GOING & HOW ARE YOU GOING TO GET THERE ?

So, now you know where you are now – where do you want to be in 12/24 months time. And what do you need to do to get your company there?

Company Strategies – your plan

- Marketing and sales (4 ps - product, place, pricing, promotion) - Sell the benefits of your products
- Your team - really sell your people in your plan - they are the ones to make it happen !
- Customers - acquisition, maintain - also see Ansoff matrix below

	Existing Markets	New Markets
Existing customers	Grow and maintain	Product development
New customers	Acquisition strategy	Complete diversification

- Operations
- Technology

Put together an action plan of the main activities you will undertake to achieve the overall objectives of your plan. These should be Specific, Measurable, Achievable, Relevant, and Timed - put a cost against each one. You will monitor these objectives at least monthly to see the progress. This is your project plan.

CAN YOU FINANCE IT ?

Once you have your plan you'll need to produce a 12 monthly cashflow/ P&L and a yearly one for these and your balance sheet.

Finances & resources

- The finance plan for your business plan
- Investment from you ?

To Summarise, The main sections to include in your business plan are:

- Executive Summary
- Business Mission
- Company Ownership
- External Analysis
- Target Customers and Market Dynamics
- Competitor Analysis
- SWOT Analysis
- Company Strategy
- Company Objectives
- Financial Statements

These are the main sections contained in most business plans. Within each section there are many elements to be completed for your own plan.

Save time and get a plan that's already completed for your industry.

Go to <http://www.teneric.co.uk/sample-business-plan.html>