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Business Plan Template

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: <https://www.teneric.co.uk/templates/business-plan-executive-summary/>

2: Vision and 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: <https://www.teneric.co.uk/marketing/get-market-research/>

More info: <https://www.teneric.co.uk/marketing/research/>

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?

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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: <https://www.teneric.co.uk/templates/swot-analysis/>

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: <https://www.teneric.co.uk/marketing/what-is-marketing/>

More info: <https://www.teneric.co.uk/templates/marketing-plan/>

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: <https://www.teneric.co.uk/templates/cash-flow-calculator/>

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.

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About this business plan template.

Get more information at <https://www.teneric.co.uk>

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

About the Author

Peter Hale is considered one of the UK's leading authorities in business planning with over 30 years' experience. 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 transform the learning and assist new small business owners. Peter holds a business Diploma and a Masters in Project Management and is a Fellow member of the Chartered Institute of Marketing.