

Business Plan Outline



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PURPOSE

An up to date Business Plan is a vital working document for any business.

It is not only a requisite for seeking finance from investors, but also an essential document to describe aims and objectives of the company and enable measurement of progress towards achieving them. The business plan provides the means to:

- Appraise the present and future of the business
- Work out short- and long-term objectives
- Establish a framework for action to achieve those objectives.

The success of the business plan will depend as much on the clarity and realism of the thought behind it as on how it is expressed and put together.

1 CONTENTS

The Business Plan is divided into several sections, each looking at different aspects of the business.

SECTION	CONTENTS	PURPOSE
Executive Summary	Introduction and summary of company and plans	To provide overview of business.
Vision and Mission	The aims and goals of the business as a whole and of each of the owners	To ensure that the business serves the needs of the owners and provides them with what they require now and into the future.
Business Goals	Financial targets defining route to meeting vision	To provide quantifiable steps on which the company progress can be measured and reviewed
Market	Description of market and estimates of demand, target customers, competitor position, price and service comparisons	To identify the position of the business in the marketplace and to know what makes the business different and unique
SWOT Analysis	A study of the strengths and weaknesses within the business and a look at the opportunities and threats facing the business from outside including legal & social constraints	A different and practical way to look at the business and to plan any changes, developments and improvements
Management & Organisation	How the business is run. Location. Plant and equipment. Materials sourcing	Identification of any weaknesses

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Sales and Marketing	The target market, pricing policy, advertising, selling, production and distribution	To ensure the business delivers the targets set in the business plan
Operations and Resources	Key operational items and the physical and human resources requirements	To identify and plan for the resources required to meet the plan
Risk analysis	Analysis of risks that could impact the plan and prepare actions from them where possible	To assess potential risks and the steps to minimise the impact that they would have on the business
Financial Projections	Overview of financial plan and funding requirements	
Appendices		
Company details	Full company details	Background information for external readers
Organisation	CVs of key workers. Organisation chart	Overview of company structure and skills.
The Financial Plan	An operating budget	To identify the financial performance of the business and maintain progress
	A cash flow forecast	To plan for the peaks and troughs in cash flow and to ensure the business is adequately funded
	Other financial details	To ensure all relevant details are available
Past Financial Performance	Previous years audited accounts and recent management accounts	To identify the recent financial performance and to plan for the future

2 CONCLUSIONS

The Business Plan is prepared by the owners of the business, with specialist help, to be used by them and to guide them in the future running of their business. It is part of their overall plan to achieve their personal, professional and financial aims and aspirations from running their own business.