**Business Plan**

1. EXECUTIVE SUMMARY

1.1 Name of the business

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1.2 What it will actually do

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1.3 The business objectives

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1.4 The market the business is serving

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1.5 Legal and management structure

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1.6 Where we are, who we are and what we are

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1.7 It commenced or will commence on

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1.8 Number of people involved and who they are

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1.9 Brief history of how the idea evolved

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1.10 Investment/funding required

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2. MANAGEMENT AND ORGANISATIONAL STRUCTURE

2.1 Legal structure of the group

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2.2 The individuals involved and where are they recruited from

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2.3 The number of members who will be involved

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2.4 How the organisation be organised internally

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2.5 Who the main operational managers are and what their responsibilities will be

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2.6 Number of production/service staff required and what their day to day duties will be

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2.7 Existing skills and qualifications of those involved

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2.8 Their financial commitment/share allocation

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2.9 Who administration and legal documentation will be dealt by

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2.10 Training requirements

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3. PRODUCTS AND SERVICES

3.1 The products or services that will be provided

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3.2 How that product or service is to be manufactured or delivered

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3.3 Cost of the product or service (excluding overheads) and how a selling price will be identified

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3.4 Future (new) product or service development

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3.5 Estimated life span of our product or service

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3.6 Benefits to the customer

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4. PREMISES, EQUIPMENT & SUPPLIES

4.1 Where the organisation will be established (the registered office)

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4.2 Other premises required and where they are

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4.3 Amount of space required at each location

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4.4 Whether we will rent, purchase or lease and for how much

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4.5 Our reason for choosing these particular premises

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4.6 Equipment required and where will it be used/stored

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4.7 Who will supply it, from where and at what cost

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4.8 What regular supply of materials is required

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4.9 How we can obtain ready available materials and credit terms

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4.10 Number of suppliers we have you contacted, quotations and terms

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4.11 How supplies will meet our standards and what quality standards apply

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4.12 How supplies will be delivered or collected

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5. THE MARKET

5.1 The market(s) we are in

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5.2 Our intended targets

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5.3 Who our customers are and how much income we will receive from them

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5.4 External factors that are likely to affect the business

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5.5 Likely developments in the market in the near or long term

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5.6 Price sensitivity of the market

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5.7 Seasonal changes and /or trends in the market(s)

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5.8 Where and how we distribute our products/services

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5.9 Future plans to expand into other markets

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5.10 Principal competitors and in what way are they competitive

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6. MARKET RESEARCH AND MARKETING

6.1 Market research we have undertaken

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6.2 Summary of the results of the market research

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6.3 Demographics of the market

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6.4 How we expect to respond to customer's request

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6.5 How we will publicise the product/service

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6.6 Resources required to carry this out

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6.7 The Unique Selling Point (USP) of our product/service

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6.8 Strengths and weaknesses of the business

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6.9 Opportunities and threats of the business

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7. FINANCIAL PROJECTIONS

7.1 Projected sales

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7.2 Purchases you need to make to achieve the above turnover

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7.3 Assets required on the outset

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7.4 Overheads

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7.5 Payroll

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7.6 Funding

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APPENDICES

CV’s of the key individuals may be provided in the appendices.

Lists of required equipment or other capital purchases with relevant quotations.

Details of any market research carried out and sample questionnaires

Product details, drawings etc.

Details of premises with photographs, quotes, specifications

Any letters of support