

Business Plan Template

Use this step by step guide to create your own Business Plan. All of the headings are a guide – you should change or rearrange them to suit your group and organisation.

Title page

- Name of your organisation
 - Business plan [year] to [year]
 - Organisation name, address and contact details
 - Charity/company registration number (if applicable)
-

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Outline the different headings and subheadings with page references

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- 2.3 Where we are now
- 2.4 Legal status

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1. EXECUTIVE SUMMARY

(this outlines the main themes in your business plan)

1.1 Organisational summary

1.2 Market summary

1.3 Financial summary – what we have, main sources of income

1.4 What we need to make it happen

2. ABOUT YOUR ORGANISATION

2.1 Vision, mission, values

2.2 History

2.3 Where we are now

2.4 Legal status

2.5 Our aims

3. WHAT WE DO

3.1 Our services and products

3.2 Service and product development

4. OUR MARKET

4.1 Beneficiaries

4.2 Customers

4.3 Donors and supporters

5. MARKET RESEARCH AND TESTING

5.1 Research

5.2 Testing

6. HOW WE REACH OUR MARKET

6.1 Marketing strategy

6.2 Marketing plan

| Who | How | What | When |
|------------|------------|-------------|-------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

6.3 Our brand

6.4 Key relationships

7. MARKET ANALYSIS

7.1 PESTLE analysis

A **PESTLE analysis** is a framework to analyse the key factors (Political, Economic, Sociological, Technological, Legal and Environmental) influencing an organisation from the outside. It offers people professionals insight into the external factors impacting their organisation.

| Political | Economic | Social | Technological | Legal | Environmental |
|-----------|----------|--------|---------------|-------|---------------|
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7.2 Competitor analysis

7.2.1 Who are our competitors?

7.2.2 Table of competitors

| Who | What | Target market | Price range | Strengths | Weaknesses |
|-----|------|---------------|-------------|-----------|------------|
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7.2.3 SWOT Analysis

A SWOT Analysis is a study undertaken by an organisation to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

| Strengths | Weaknesses | Opportunities | Threats |
|-----------|------------|---------------|---------|
| | | | |
| | | | |
| | | | |
| | | | |

7.2.4 Summary

8. OPERATIONAL PLAN

8.1 Milestones and timescale

| Organisational aim | Activity/Outputs | Milestones | Timescale |
|--------------------|------------------|------------|-----------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

8.2 Resources

8.3 Partners and suppliers

8.4 Premises and equipment

8.4.1 Premises

8.4.2 Equipment

8.5 Transport and logistics

8.6 Payments

8.7 Legal requirements

8.8 Insurance

9. PEOPLE, MANAGEMENT AND GOVERNANCE

9.1 Our team

9.2 Our board

9.3 Proposed management structure

10. OUR IMPACT

10.1 Impact summary

10.2 Impact table

| | |
|---|--|
| The change you want to make | |
| What you plan to measure | |
| How you will measure it | |
| How you will use what you learn | |
| How you will communicate what you learn | |

11. COST AND INCOME STRUCTURE

11.1 Costs

11.2 Income

11.3 Pricing

12. FINANCIAL FORECASTS

12.1 Cash flow forecast

12.2 Costs table

13. RISK MAP

| Risk | Likelihood | Impact | Mitigation tactics |
|------|------------|--------|--------------------|
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14. Contact details