



A T - A - G L A N C E

# ANATOMY OF A BUSINESS PLAN

Your business plan needs to clearly reflect your ideas and ambitions and should evolve as your business grows and changes.

You only get one chance to make a first impression, so avoid jargon, clearly communicate your vision and keep the plan concise and under 12 pages.



## EXECUTIVE SUMMARY

Write this at the end when you have finished the rest of the plan, 1-2 pages maximum.



## MISSION STATEMENT

Explain why you are going into business.

## MANAGEMENT TEAM

Who is leading the new enterprise, and what skills do they bring?



## YOUR OBJECTIVES

Set some measurable objectives to aim for and assess your progress as you go.



## YOUR PRODUCT OR SERVICE

It's your big idea, describe it clearly and concisely, as if the reader is new to the product or service and avoid jargon.



## THE MARKET PLACE

Research, research, research, and become an expert in your field. Know your competitors and identify the gap in the market, whether your starting or growing your business.



## MARKET STRATEGY

Equipped with quality research you will have a clear idea of the brand, target market, what to charge, route to market and the most cost effective promotional campaigns to maximise sales.



## OPERATIONS

Include relevant information on the status of the business, contracts, bank details, premises, insurance, equipment, supplies and materials. Make sure your ICT, data protection, health and safety policies are all described.



## RISK FACTORS

What can go wrong? Explore the strengths, weaknesses, opportunities and threats (SWOT).



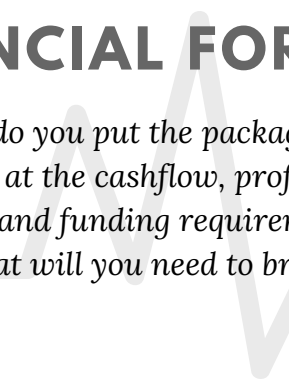
## APPENDICES

If you have a complex idea, consider putting some of these elements in an appendix. Also include detailed CVs, all technical explanations and supporting research literature.



## FINANCIAL FORECAST

How do you put the package together? Look at the cashflow, profit and loss, and funding requirements. What will you need to break even?



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