



The Business Plan – Example Headings

1) The Business (Introduction)

- Cover Page
- Executive Summary
- Table of Contents
- History and current position
- Mission
- Short term objectives
- Long term objectives
- Legal form of business

2) Business Description

- Overview of the Industry
- Description
- Positioning
- Market readiness
- Development costs
- Barriers
- Comparison with competition USP
- Guarantees and warranties
- Sources of supply

3) Markets and Competitors

- Description of customer needs, decisions and benefits
- Market and segment size, segments and growth
- Marketing objectives
- Competitive who, where, when, why: - SWOT analysis
- Marketing strategy:
- Pricing
- Promotional plans
- Location and premises
- Distribution
- Estimated mark-up
- Competitor response
- Market share projection
- Other external factors e.g. legal

4) Development and production

- Make/buy decisions
- Manufacturing/service provision processes
- Necessary facilities
- Equipment required
- Output limitations and scale of possibilities
- Engineering/design support
- Quality plans
- Staffing required
- Sources of supply of materials

5) Marketing and Sales

Strategy: current and/or proposed selling methods

Method of Sales

Advertising and Promotion

Summary sales forecasts

Assumptions underpinning forecasts

6) Management and Staff

Management roles in relation to the business

Strategies for motivating and retaining staff, e.g. reward and recognition packages

Planned recruitment and selection

Appraisal and training and development plan

Summary of a plan for change

7) Financing Requirements and Risks

Funds required, timing

Leasing plans

Use of proceeds

Loans outstanding

What are the risks?

Summary of forecasted financial performance

Cash flow forecasts

Break Even

Profit and loss description

Balance sheet

Exit routes for investors