

Business Plan Template

Note: This template provides guidance on essential information a business plan should include. Its purpose is to outline and assess the economic feasibility of your business, including detailed analysis of potential. The plan serves as a roadmap, presenting a convincing business case.

Essential Sections:

- Business Description
- Executive Summary
- Products or Services
- Marketing Plan
- Competitor Analysis
- Human Resources
- Risk Analysis
- SWOT Analysis
- Strategy & Implementation
- Financial Plan

Cover Page:

- Full business name
- Business address
- Registration number
- Contact information (phone, email, fax)
- Date of completion

Contents Page:

Provide a table of contents for readers to locate sections easily.

1. Introduction & Background:

- Overview of the business, situation, and key assumptions
- Major events, milestones, and achievements
- Reason for starting the business
- Establishment and financing details

- Past challenges and solutions
- Preventive measures for future issues
- For new businesses: describe concept, ownership, purpose, motivation, current status, timeframe, and strategic vision

2. Executive Summary:

- Concise overview highlighting key issues and competitive advantages
- Should be written last

3. Marketing Plan:

- Marketing Objectives: align with mission/vision, realistic targets, timelines, based on customer and competitor analysis, quantified goals
- Products and Services: description, development stage, IP protection, benefits, USP, testing/feedback, competitor comparison, product improvements
- Pricing Strategy: competitive yet profitable, customer retention, market expansion, rationale, competitor comparison
- Promotional Strategy: need for advertising, type, efficiency, budget, franchise fees if applicable
- Promotional Budget: brochures, research, packaging/distribution costs
- Distribution: channels and delivery methods
- Place: location details, nearby businesses, impact on costs
- Marketing Action Controls: tasks, responsibilities, costs, deadlines, monitoring factors
- Sales and Marketing Activities: customers, market spread, major client dependence, market opportunities, stability, market share goals

4. Competitor Analysis:

- Strengths & Weaknesses: competitors, locations, reactions, operations, lessons, market share
- Competitive Advantage: sustainable advantages, strengths/weaknesses, improvement areas, outperforming competitors

5. SWOT Analysis:

- Strengths, Weaknesses, Opportunities, Threats
- Action plan to convert weaknesses into strengths or mitigate threats

6. Human Resource Analysis:

- Staff skills, expertise, and experience

7. Key Management Controls:

- Internal Controls: systems ensuring alignment with objectives
- Administrative & Accounting Controls: procedures to manage and monitor operations/finances

8. Technical Review:

- Infrastructure: equipment, maintenance, pending purchases, depreciation, insurance
- Legal Issues: regulatory compliance, tax registration, employee compensation
- Environmental & Safety: safety measures, protective equipment, hazardous materials
- Management Information Systems: data processing, software, training, backup, protection

9. Production Plan:

- Process & Flow: from order to delivery
 - Layout: facility design showing workflow and equipment
 - Capacity & Scheduling: production relative to demand, staffing
- Competitive Advantage: maintain/improve quality, distribution, brand, service, pricing, staff training
- Supplies & Inventory: lead times, stock, cash flow, waste prevention

10. Supplier Analysis:

- Main/alternative suppliers, pricing, quality, reliability, contracts, local/imported materials, credit terms

11. Risk Analysis:

- Property, Personnel, Customer, Competitor, and Pricing risks with mitigation strategies

12. Financial Plan:

- Start-up & Operating Costs: budgets, funding sources
- Financial Analysis: breakeven, industry comparisons
- Financial History (Existing Business): performance, profitability, issues, income statements, cash flow, balance sheets

13. Exit Strategy:

- Growth, sale plan, investor returns, personal exit plan

14. Conclusion & Recommendations:

- Summary of findings and guidance for success

15. Annexures:

- Financial statements, registration documents, letters of intent, supplier agreements