

BUSINESS PLAN

Business name:

Your Name:

Email:

Address or PO Box:

Website:

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Your mission

Values	
1	
2	
3	

Goals	
1	
2	
3	

Product or service overview

Explain to your investors the details of your product or service – you can follow any structure but keep the following information in mind.

Example	Incense holders
Overview	Handmade incense holders
Problem → solution	Most incense holders don't have a pocket for the ashes and are made of toxic materials → Your brand's incense holders are built to last with an oval shape that holds ashes after burning and made locally using natural resins
Expected costs	Each incense holder costs £2 in raw materials and £4 to produce
Expected revenue	Sold for £16 (£10 net profit)

Your product/service:	
Overview (what it is)	
Problem → solution	
Expected costs	
Expected revenue	

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Overview (what it is)	
Problem → solution	
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Marketing strategy

Example:	Website
Following:	1,000 monthly users
Target audience:	New mums in south London looking for postnatal Pilates classes
Growth opportunity:	Only Pilates studio with qualified antenatal instructors in the Peckham/New Cross area
Expected costs:	£500/month total – £200/month in Google Ads; £300/month in Facebook Ads
Expected ROI:	£1/50p spend

Marketing channel:	
Following:	
Target audience:	
Growth opportunity:	
Expected costs:	
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