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Business plan examples pdf doc

A business plan is a written document describing your core business goals and how you intend to achieve them within a certain period of time. It is designed to help you, and others, understand how you plan to generate money and make your business sustainable. Business plans often include information about your goals, strategies, marketing and sales plans, and financial forecasts. Read on below for more information on key parts of the Business Plan. Download your copy now: The guide is an annotated version of the Business Plan template with notes from our Business Advisor about the type of information, examples, and evidence to include to help us understand you and your business. While we encourage you to use this form, it's not mandatory and you're welcome to submit your own Business Plan form as long as it details the same information. Please note, the following documents will open on any device with a viewer and document tag, but for the best user experience, we recommend editing this template on the desktop. Why is the business plan important? There are many great reasons why it is worth your time creating a business plan – even if you are not quite ready to apply for a Start Up loan. Here are just seven: A Business Plan: Provide a structured way of organizing your thoughts and clarifying your ideas. Help you set your goals and detect any potential problems in achieving these goals. Give you a clear strategy to follow when things get busy. It is often essential to secure external finance for your business (and is required if you are applying for a start up loan). Allows you to measure your progress as you go along. Make sure all your teams are working towards the same vision. Help you plan for the future. Key parts of a Business Plan: A Business Plan can include any information you feel is necessary to best communicate how you're planning to make your business sustainable, and when applying for a Start Up loan, here are the core parts we require. Your business and key objectives: A brief description of your business and its core products or services. This section also includes a clear and concise overview of the goals your business is trying to achieve over a certain period of time. Sometimes they are broken down into short, medium and long-term goals, but it helps if they are measurable (how will you know if you have achieved this?) and practically (can you achieve this with the money, resources and time you have?). If you are applying for a start up loan, you will of course also need to detail how you intend to use the money if you public works. Our loan review team will want to see that Start-up Loans will support your overall business goals. Your skills and experience: An overview of your experience as it relates to your business. If you have previously worked in a similar business or have experience running another business, this will help provide confidence that you are in a good position to Up. Even if this is all brand new to you, thinking about any transfer skills you have developed, life experiences you've had or training you've completed can be helpful. Your target customers, markets, and competitors: A summary of key insights that show you have a deep understanding of your customers (and how to identify them), your market (and how to position yourself in it) and your competitors (and how to differentiate yourself from them in terms of factors such as price, quality, brand, etc.). Your sales and marketing plan: This section is all about how you're planning to attract customers. You can include information about where you'll distribute your products, brands and logos, and the prices you'll apply. In addition, you will need to demonstrate how you will spread the word about your product/service to create demand, such as using social media, exhibiting at a trade conference or investing in online advertising. Plan your operation: This will vary depending on your business model, but may include information about where you'll trade (like home office or external premises), how many employees you'll need to recruit, what their role will be, and any equipment or tools you'll need to run your business. You can also use this section to detail any processes that are important to your operations, as well as any industry, tax, or legal regulations related to your business. It's also good to think about any risks you may face, how you'll overcome them and what you'll do if things don't go to plan. Finance Many business plans include a financial section, which outlines how you will fund all the activities you have outlined and the revenue you expect to generate. Because we ask you to complete the Cash Flow Forecast as part of your startup loan application, we don't ask for too much detail about this in your Business Plan. Instead, these two documents should be added. Check out our cash flow forecast guide and templates >>Business plan compatibility - our top tips: The tips below have been prepared by our Business Advisors and Loan Assessment team to help you understand some important things that will strengthen your application. For more in-depth advice, read our guide on how to write a Business Plan. Prove that you understand the market and your customers. For our loan review team to feel comfortable that your business plan is viable, they will want to see that there is a market who wants and needs your products/services, that you have to think about how you will set yourself apart from the competition and that you know how to attract your customers. Any market research you can do, such as Simple online surveys, looking for industry reports or interviews with potential customers will help. Use evidence and examples to back up any reports you make. It's always stronger when you can prove what you're saying with difficult facts, whether it's with a strong statistic, customer reviews, examples of activities or other research. It's not detailed - sometimes it will be enough to include a link to further information - but it will help our loan review team feel more confident that your business plan is viable. Make sure everything is linked together by linking every strategy to your core goal. The purpose of the business plan is to show what your goals are and how you will achieve them so remember to put your goals at the heart of your plan. For example, if one of your goals is to generate 10 new sales per month, in the marketing section, you'll need to think about how many sales each ad channel needs to deliver to support it. Consider any risks you face and how you will overcome them. Every business is at risk so don't be afraid to refer to these risks in your business plan. Prove that you are aware of your main risks. Having a clear plan on how to reduce or fix these things is what will make your business plan different and give our loan review team confidence that you are ready for the challenge. Be as clear and concise as possible and avoid waffles. Remember, we're not looking to see every detail of how your business will work, instead we just need to know enough information to give us confidence that you have a clear plan in place. You may want to use lead, graphs, tables, and sub-headlines to help you keep your content focused and help you avoid the temptation to go into too much detail. Presentation issues: proof of reading, reviewing, and formating your document. As with almost everything in life, the first impression is counted. Using clear headlines, structure your document in clear order, and check that you used consistent fonts throughout. Remember, you don't need to be a writer or a designer to prepare a professional search document. Most importantly, check carefully that you have not made any spelling or grammar errors. It might be a good idea to have someone proof read your work to you once you're done to get anything you may have missed. This guide is an annotated version of the Business Plan template with notes from our Business Advisor about the type of information, examples, and evidence to include to help us understand you and your business. While we encourage you to use this form, it's not mandatory and you're welcome to submit your own Business Plan form as long as it details the same information. Please note, the following documents will open on any device with a viewer and document tag, but for the best user experience, we recommend editing this template on the desktop. 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