

Business Plan

This should be no longer than four pages and include separately the financials requested

Summary

A brief summary covering how much is being requested and for what purpose. A couple of paragraphs.

Background

Details of ownership, legal and management structure and any proposed changes. Only write a few words explaining whether the business is a limited company, partnership or sole trader.

What is the share ownership, if relevant? Who are the key people running the business and their relative experience and qualifications? A few highlights are all that is required, preferably in bullet points.

Key issues being faced by the business. Bullet points, a sentence or two summarising.

Operations / Premises

A summary of the key operational aspects of the business, systems in place, premises etc. Short paragraphs depending on the extent of the business.

Product / Service

What is it that the company does? How does the product or service distinguish itself from the competition? Short paragraph on each.

Objectives and Strategy

Where is the business going and how is it going to get there? Bullet points.

Marketplace

Who are the customers, suppliers, competitors?

Sales and Marketing

What sales and marketing activity is being planned?

What is the business going to do to ensure it gets its share of the available market?

What makes that marketing medium appropriate?

Financials

For existing businesses the previous three years profit and loss accounts and a current balance sheet.

For ALL businesses at least one year forecast profit and loss account and associated cash flow forecast.

What are the underlying assumptions for the sales forecast?

The cash flow forecast should include the proposed funding being introduced and repayments.