

Business Plan Template

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When it comes to making the most of your business, Bank of Ireland is here to support you in any way we can. We've put together a sample business plan template which illustrates the key areas to focus on when deciding the best direction for your business.

This plan will help you set out the main challenges involved in turning your idea into a successful business venture. As well as helping to fine-tune the key business objectives, it will also help to make for a more informed discussion with your financial institution or any potential investors.

Business Plan Summary

Date	
Personal details	
Promoter/company name	
Key contact address	
Phone number	
Email address	
Bank details	
Account name	
Account number	
Account sort code	
Key contact in branch	

Business details		Product/service details	
Main business activities	Describe the primary activities of your business	Product or service type	Describe the product/service in detail
Business objectives	Outline the reasons for writing this business plan and what you hope to achieve	Key benefits of product/service	Detail how this product/service will meet the needs of potential customers
egal form of business	Example - Sole trader/partnership/limited company etc	Market details	
ey people details	Outline why this key person(s) is important to the business	Target market	Profile your target market, e.g. age, gender, marital status, etc
ccountant details		Delivery channels	How will your product/service be delivered to your target market, e.g. retail outlet, online distribution, etc
umber of employees	Year 1: Year 2:	Competitors	Outline the strengths and weaknesses of your main competitor(s)
		Promotion/marketing	How will you promote/advertise your product(s)/service
		Results of feasibility study undertaken	Display results from your market research, e.g. talking to potential clients, researching the market, etc

Financial details

Expected level of sales year 1: Sales (year 1)

Expected level of sales year 2: Sales (year 2)

Specify your plan to offer credit to customers and if so over what period of time, e.g. 30 days, 60 days, etc Credit terms

Are your premises owned, rented or are you yet to find a premises? What is the location if known and the financial details, e.g. rent, value etc?

Funding details

Premises

This is the total figure required to deliver your product/service, **Total funding requirements** taking into account the manufacturing/production costs, cost of premises, delivery to market costs, promotion costs, etc

Owners own input Value of personal funds being invested in project:

E.g. grants, investor contribution etc Other sources

Bank funding Specify the amount required/committed to by the Bank:

Appendices

Examples of documents to accompany this document are:

- Management CVs
- Cash flow forecast for the first three years
- Forecast Trading Profit and Loss Accounts for the first three years

Notes

