

# **It's time to start your own business!**

**Unlock your potential...**

**The following Business Plan Template has been created for  
Pre Start individuals by PNE Enterprise**

**This template is for guidance only**

**Live the dream...**

**It has been created with those looking for funding and property in  
mind and because of this we recommend that no part of the  
template is deleted.**

**Please do feel free to add to this document and brand it according  
to your own individual and business needs.**

**PNE Enterprise is a support organisation based in Newcastle upon Tyne, UK who offers  
free advice and support to those looking to start up and expand their businesses.**

**If you do require assistance in completing this Business Plan please do not hesitate to  
get in touch.**

**Make it a success.**

**(BUSINESS NAME AND LOGO HERE)**

**Pre-Start Business Plan**

***Owned by***

***(Business owners name(s))***

## About the Business Plan...

A Business Plan can be, and should be, written for a number of different reasons with the most important reason being FOR YOU.

It should be written by the person or person's looking to set up the business, with advice and guidance from an advisor and/or mentor.

**Your Business Plan should not be written for you.**

A pre-start Business Plan is written before you have started trading and can be used to apply for funding to start up the business in the form of grants, loans, competitions, investment etc as well as premises BUT it is primarily used as a method of getting all your ideas and issues down on paper.

Ideally, you should update your Business Plan whenever there is a significant change to the business or at least every 6 months for the first 2 years, while also referring back to previous Business Plans to make sure you are doing what you set out to do.

**Please remember, although you should write your own Business Plan you do not need to do it alone, there are plenty of free places to go to for advice which can come in the form of one-to-one support from a business counsellor, online support from a number of websites and training courses or workshops.**

Now let's get going on writing your pre-start Business Plan!

## Guidance on completing this template...

This Business Plan is for guidance only and should not just be literally answered.

Ideally you will write your Business Plan with the guidance of a business advisor and / or training course; if you do not have either of these and do need help then please contact PNE Enterprise to see if we can help.

Always start a Business Plan by completing the sections from top to bottom with what you already know; in as much detail as you possibly can, then ideally send this to your business advisor for an initial check to make sure there is nothing you can do quickly to rectify any issues or gaps you may have.

Once you are happy with your Business Plan please feel free to brand it and style to suit your business as this is your Business Plan and sometimes changing the style of something can make it easier to re read and adapt.

Again, we cannot stress enough that this template is for guidance and should not be literally completed as one word answers to the questions within it etc.

Take your time, enjoy it and make it your own.

Good luck

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## Business Contact Details

**Business name:** Write your business name here. [business law] [start.biz]

**Owner's name (or owners' names):** Owner(s) name(s).

**Business address:** Write your registered business address here including postcode.

**Business telephone number:** Write your telephone number including area code here.

**Business email address:** Write your email address here.  
(If appropriate)

**Business website address:** Write your website address(s) here.  
(If appropriate)

**Date:** Month / Year this plan was last updated.

## Executive Summary

This section of the plan should be written last. It is designed to summarise what is written in the plan to come.

- 1. Describe your business in 1 paragraph / 4 sentences – BE SPECIFIC.**
- 2. Summarise your customers and your geographical coverage.**
- 3. Explain why the business will succeed and why it will attract customers; also include any customers you already have.**
- 4. Summarise your expected cash flow for a minimum of 12 months in the form of turnover and profit.**

## Business Opportunity, Products and Services

### Overview of the business

Summarise your business using 'Kipling's Tool' lewho, what, where, when, how and why.

When did you start trading or are aiming to start trading?

Where will the business be running from and is this different from your registered address?

Are you taking over the business? Is this business a franchise or an already established business you are buying?

What is the legal structure of the business? Please state the Company Registration Number if applicable [factsheet] [business law]

Where will the business will be in 5 years time? (*Geographical coverage / employing people*)

### The business owner/manager(s)

What experience does the owner/manager(s) have in this type of business? (*Work experience etc.*)

What makes the owner/manager(s) committed to the business being successful? (*A family project etc.*)

List in detail the owner/manager(s) education, qualifications, work experience and training.

What business related training has the owner/manager(s) undertaken or is due to start? [course]

Is there any training needed in the near future that will help you and the business?

[CV]

## Products and Services

This section should be used to provide the bulk of information regarding what your business will be actually be doing.

**Describe and explain in as much detail as possible the different services you will be offering and the different products you will be selling. Feel free to include pictures or product descriptions.**

**What makes your product(s) or service(s) different from those offering similar product(s) or service(s)? (your unique selling point or USP)**  
[course]

**How can your product(s) or service(s) be developed further?**

**Do you have any Intellectual Property such as patents, trademarks or copyrights? [course] [Newcastle library] [IP office]**



## Markets and Competitors

### The market

**Who are your customers?**

**What do you know about your customers? (ledemographics and psychographics)**  
[Course] [stats.gov]

**Has anyone shown an interest in your business and what it will offer?**

**How big is your target market?**

**Are there any statistics regarding your business area that can give you more information about your customers and your market? (Don't forget to state where your information was obtained)**

**Are there times in the year when your sales will be high or low?**

**Are there any future trends you know of that may impact on your business?**

## Competitors and Competition

**Are there any businesses you would perceive as your competitors?**

**What information do you know about the way their business operates?**

**What share of the market do they have?**

**What is their unique selling point (USP)?**

**How do your competitors market themselves?**

**Is there anything else that will stop people from using your business? (leWays of life such as eating at home instead of in a restaurant)**

## The Future

**What changes do you hope/expect to happen as your business progresses?**

**Where do you think your business will be in?**

- 12 months time
- 3 years time
- 5 years time

**How will your competitors react to these changes?**

**What will give you the advantage over your competitors?**

## Marketing and Sales

### Position

How will you position your business in the market? (How would you like your customers to perceive you?)

Cost / Price	High	Medium	Low
Customer service	High	Medium	Low
Quality	High	Medium	Low

Anything else?

### Attracting and Keeping Customers

Where do your customers go to find information on businesses such as yours? (Market research)

In your first few months what printed marketing materials will you use?

How will you measure their success in attracting new customers?

What online / web based marketing will you use to attract new customers in your first few months?

How will you measure their success in attracting new customers?

Is there any marketing you know you will implement when the business has started trading ie website, and when do you aim for this to be ready?

What methods will you use to keep your established customers?

## Pricing and Selling

**How much will you charge for your different products and services?**

**Will you have different prices for individuals and business to business transactions?  
If so why?**

**Will you offer any discounts? *Be careful this must be financially justified.***

**How will people pay you for your product / service? (Iecash,cCheque,pPayPal)**

## Operations

### Location

Where will your registered trading address be?

What are your long term commitments to this property? (Ierented,mMortgaged,llet etc.)

What are the advantages and disadvantages of this location?

Are there any other locations you require for the business other than your registered address? (leoffice space, storage space, garage etc.)

### Production Facilities

What do you need to create within your business?

Will you do this yourself or outsource, if so to who and why?

What equipment do you require for your business? (lecomputer, machinery etc)

Will you need investment?

### Resources

How long will it take you to make a product to be sold or to deliver a service?

How many bookings or orders will you be able to handle in a week / month?

Will you be able to meet demand on your own or will you employ staff to help?

Can you create or deliver the item, find new customers and manage the business alone, or do you need help?

## Management Information Systems

Have you put procedures in place for stock control, managing accounts, quality control, performance etc.?

- Stock Control
- Account Management
- Quality Control
- Performance
- Anything else?

If you were to expand could they cope? If not what do you need to do?

## Information Technology

What IT equipment do you need for the business?

Do you already have it or is it to be purchased?

Do you have a back up strategy?

Do you have or need a website?