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The Business Plan

A business plan will help you turn your idea into a business; it needs you to think over all the parts of your business in order to organise how everything will work.

Getting Started

Business and owner details

Business Name

Owner (s) Name

Business address and postcode

Business Telephone Number

Business email address

Home address and postcode (if different from above)

Home telephone number (if different from above)

Home email address (if different from above)



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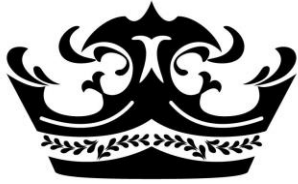
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Business Summary

Business Summary

Business Aims

Financial Summary



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Owners Background

Why do you want to run your own business?

Previous work experience:

Qualifications and education:

Training undertaken

Details of future training courses you want to complete

Hobbies and interests

Additional information



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Products and services

What are you going to sell? A product or a service?

Describe the basic product/service you are going to sell.

Describe the different types of product/service you are going to be selling

If you are not going to sell all your products/services at the start of the business, explain why not and when you will start selling them.

Additional information:



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The Market

Are your customer's individuals or businesses?

Describe your typical customer:

Where are your customers based?

What prompts your customers to buy your products/service?

What factors help your customers choose which business to buy from?

Have you sold products/services to customers already?

Have you got customers waiting to buy your product/service?

Additional information



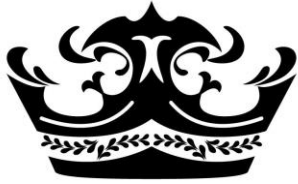
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Marketing Strategy

What are you going to do?

How much will it cost?



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Market Research

Key findings from desk research:

Key findings from field research – customer questionnaires:

Key findings from field research – test trading;

Additional information



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Competitor Analysis

Name, location and business size

Product/service

Price

Strengths

Weaknesses



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SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

Unique Selling Point (USP)



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Competitor Analysis

Name, Location & business size

Product/Service

Price

Strengths

Weaknesses



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Operations and Logistics

Production

Delivery

Payment

Suppliers:

- Name and location
- Items required & prices
- Payment arrangements
- Reasons for choosing supplier

Premises

Equipment:

- Item required
- Already owned

If being bought:

- New or second
- hand Purchased
- from Price

Transport

Legal requirements

Insurance Requirements

Management and staff

Additional information



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Costs and pricing strategy

Product/service name

Number of units in calculation

Product/service components

Components cost

Total product/service cost

Cost per unit

Profit margin (£)

Price ore unit

Profit margin (%)

Mark up (%)