



Spanx and Good Foundations

Business Plan Template

more money for shoes

Business Plan Template

A business plan can be as simple as a one page document (See One Page Business Plan Template or Verne Harnish's One Page Plan) but sometimes you need something a bit more complex. This is particularly the case if you are going for finance whether it be from a bank or an investor or it's a new venture and you want to make sure you've really thought it through. Following is a non-exhaustive guide for what to include in a business plan. You can set out your business plan using the headings and dot points provided.

Cover Page

The Business

- About the Business – objectives, business activity, if it is a new business or existing business
- About the Owner – experience, profile, what skills they bring to the business
- The Location – about the location and premises
- The Team – who is currently with the business (if existing) or who will be joining the business (specific people if they have already been approached, or else positions)
- Current Performance – if an existing business

Industry Analysis

- SWOT Analysis – Consider political, social, economic, technological, industry, competition and key success factors

Marketing Plan

- Market and Situation analysis – including market segmentation, customer analysis and how similar businesses are performing if possible
- Marketing Strategies
- Marketing plan – month by month plan showing detailed activity
- Marketing budget – cost of the plan

The Financials

- Financial objectives and needs – including what lending is required and how the business will fund operations
- Sales Forecasts
- Cashflow budget
- Break-even analysis