



Business Plan Template

Business Name:

business structure

sole trader company partnership trust

what does your business do?

who is your target market?

what is your selling point?

business vision

what do you want to achieve?

what are your business goals?

how many staff do you plan to employ?

marketing

do you have a marketing plan?

how do you intend on promoting your business?

what channels will you use?



Business Plan Template

sales forecast

where will revenue be generated?

staffing

what are your staffing requirements?

previous experience / skills required

equipment

what equipment will your business need to get up and running?

SWOT analysis

strength

weaknesses

opportunities

threats

funding

how will your new business be funded?

what are your set up costs?

what are your ongoing cash flow needs?