

**SAMPLE BUSINESS PLAN TEMPLATE**

<<COMPANY LOGO>>

<<COMPANY NAME>>  
BUSINESS PLAN

<<Prepared by:\_\_\_\_\_>>  
<<Date>>

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## Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of <<Company/Promoter>>.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to <<Company>>.

Upon request, this document is to be immediately returned to <<Company/Promoter>>.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
Date

This is a business plan. It does not imply offering of securities.

## **1. Executive Summary**

- Purpose of the plan
- Product or service and its advantages
- Market opportunity
- Management team
- Financial projections
- Funding requirements

Summary of Financial projections:

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales (Income)</b>			
<b>Investment (Expenditure)</b>			

## **2. Company Description**

### **Promoters**

<< Description of the people involved in starting the business:

- Promoters
- Management structure and areas of responsibility

### **Advisors**

<< Financial, legal, and other advisors should be listed, with names, addresses and contact details. >>

### **Products and services**

<< Explain clearly what your product or service is and what it does.

- Background to its development
- Benefits and Features
- Unique selling points
- Advantages to customers
- Future developments

### **Long Term Aim of the Business**

<< State the long-term aim of the new business. >>

### **Objectives**

<< State the specific milestones to be achieved by the company over the next five years (sales, exports, employment, product development, etc). >>

### **SWOT Analysis**

<< Analyse the strengths and weaknesses of the business and product or service, the opportunities that exist in the marketplace, and the threats to the viability of the project. This is best done in a matrix diagram as follows:

<b>Strengths</b> • •	<b>Weaknesses</b> • •
<b>Opportunities</b> • •	<b>Threats</b> • •

>>

### **3. Market Analysis/strategy**

#### **Target Market**

<< The market to which you are planning to sell the product or service. Analyse the segments of this market as follows:

- Size of each market segment
- Is the segment growing or declining?
- Characteristics of potential customers in each segment >>

#### **Total Market Valuation**

<< Show the total potential value of the market for this type of product or service, in all the targeted markets, domestic and international. >>

#### **Market Trends**

<< Analyse what is happening in the market:

- Recent changes
- Future predictions
- Drivers such as demographic changes, economic and legislative factors
- Implications for your product or service
- Your plans to meet future demands and changes in the market >>

#### **Competitive Advantage**

<< This is your assessment of why potential customers will choose to buy your product in place of those profiled above. Advantages may include:

- Unique features
- Price
- New technologies or systems
- Better value to customers in terms of efficiency or ROI or cost/benefit ratios

#### **Marketing Strategy**

<< How you will position your product or service in the market and differentiate it from its competitors:

- Which segments of the market will be targeted first and why?
- How will you differentiate your product or service?
- What key benefits will be highlighted?
- What potential customers have you targeted?
- What contacts can be used to generate market awareness and sales?
- Who will do the marketing: staff, agency, reps? >>

## Revenue Sources

<< What contributions to revenue and profit will your business have?

	Irl	EU	US	Rest of World
• Products				
• Services				
• Licences				
• After sales				
• Upgrades				

## Sales Strategy

<< How you will sell your product or service to the target market.

- Directly
- Retail
- Distributor
- Agent
- Sales rep
- Website
- Revenue Sharing Partners

Analyse for each method the costs involved, whether it will reach the intended market efficiently, the control you would retain over the pricing and positioning, the logistics, and the overall integration with your marketing strategy. State the advantages of the methods you have chosen to sell your product or service. >>

## **4. Structure of the company**

<< This is where you will outline the intended structure of the company in terms of management, number of employees, and the physical operational requirements to produce or supply the product or service. >>

### **Management (including Board) Organisation Chart**

<< Include a diagram of the way in which the management of the new venture will be organised. This should show the areas of responsibility of each manager and the employees to be taken on over the next three years. >>

<< State the physical requirements of the business:

- Equipment
- Production facilities
- Communications facilities
- Costs involved



## **5. Funding Requirements**

<< State here the total funding requirements of the business, and how those are intended to be provided. You will also need to state the approximate breakdown of how these funds are to be spent.

### **Sources:**

- Promoters' funds
- Bank lending
- Grants or loans from agencies
- Investment already received
- Investment sought

### **Required for:**

- Equipment
- Marketing
- Staffing >>

## **Appendices**

<< This section is used to provide the detailed data on which the main text of the business plan is based, and to provide extra information of interest to the readers of the business plan. Items for inclusion in appendices vary from business to business, but normally include some of the following:

- Promoters' CVs
- Detailed financial assumptions
- Detailed marketing survey
- Product or service information
- Details of company website