**[Name of the business]**

**Business proposal**

**Presented to**

**[Name]**

**Prepared by**

**[Name]**

**[Date: Month, Year]**

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1. **Executive summary**

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| The executive summary highlights the most important points and you may include:   * Your mission and vision statements * Your product or service and its advantages * A brief sketch of your plans and goals * Your management team * An outline of your strategy * Financial projections * Funding requirements and expected returns |

1. **Products or services**

|  |
| --- |
| Describe your business idea and what products or services you are offering? |

1. Target markets and customers

|  |
| --- |
| Describe your customers, where are the customers based, how do your customers decide where to shop, and how will you target your customers, etc. |

1. Market research

|  |
| --- |
| Write about the key findings of the market research you’ve conducted, including surveys & questionnaires, interviews, focus groups, desktop search, test trading, etc. |

1. Marketing, advertising and promotion

|  |
| --- |
| Write down where and how you will communicate with your potential customers. You could consider a variety of channels – website, advertising, PR, events and exhibitions, social media, shop display, word of mouth, etc. to reach your customers. Also define the goals (and KPIs) you'll use to track each type of communication. Please include any related costs as well. |

1. Competitor analysis

**Table of competitors**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Name of competitor 1 | Name of competitor 2 | Name of competitor 3 | Name of Competitor 4 |
| Business scale |  |  |  |  |
| Products/services |  |  |  |  |
| Price |  |  |  |  |
| Place |  |  |  |  |
| Promotion |  |  |  |  |
| Positioning |  |  |  |  |
| Strengths |  |  |  |  |
| Weaknesses |  |  |  |  |

1. SWOT analysis

(it’s a framework for you to evaluate your business’s competitive position and to develop strategic planning.

|  |  |
| --- | --- |
| **Strengths**  Areas where the business excels at and what separates it from the competition | **Weaknesses**    Areas where the business needs to improve to remain competitive |
| **Opportunities**  Favourable external factors that could give the business a competitive advantage | **Threats**  Unfavourable external factors that have the potential to harm the business. |

1. Operations and logistics

**Source of Supply**

|  |
| --- |
| Your sources of supply and degree of dependence on any single resource |

**Production**

|  |
| --- |
| How you produce your products and how the production process operates |

**Plant and machinery**

|  |
| --- |
| Plant and machinery to be used and the financing requirements associated with this. |

**Estimated manufacturing costs**

|  |
| --- |
| It is important to show what these are and how they will be controlled. |

**Logistics Management**

|  |
| --- |
| How your products will be delivered to your customers and how long will it take. How the cost of delivery will be |

**Management and staff**

|  |
| --- |
| Outline the key staff roles within your business. |

**Quality control**

|  |
| --- |
| How will the quality of your products or services be monitored? |

**Premises**

|  |
| --- |
| Where will you operate your business? |

**Legal requirements**

|  |
| --- |
| What laws or regulations have you considered for your business/industry? |

**Insurance requirements**

|  |
| --- |
| What insurance have you indented to put in place for your business? |

1. Costs and pricing strategy

|  |  |  |  |
| --- | --- | --- | --- |
| Product/service name | Product A | Product B | Product C |
| Price per unit |  |  |  |
| Cost per unit |  |  |  |
| Profit margin (£) |  |  |  |
| Profit margin (%) |  |  |  |
| Mark up (%) |  |  |  |

1. **Financial forecasts**

**Sales and costs forecast**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Month** | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | **TotaL** |
| **Sales forecast** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product A |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product B |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product C |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Costs forecast** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product A |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product B |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product C |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Assumptions**

|  |
| --- |
| Describe any assumptions you made, e.g. seasonal sales. |

1. Cost table

**Start-up cost**

|  |  |
| --- | --- |
| Capital expenditure  (Items of equipment) | £ |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total** |  |

|  |  |
| --- | --- |
| Pre-start additional one-off costs | £ |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total** |  |

**Total Start-up Cost**

|  |  |
| --- | --- |
|  | £ |
| Capital Expenditure |  |
| Additional one-off costs |  |
| **Total** |  |

1. **Cashflow forecast**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Month | Pre-start | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
| **Income (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| External funding |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Own funds |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Incomes from sales |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total Money in (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Expenditure (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Personal drawings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Loan repayments |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bills |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total Money out (£)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Balance (£) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Opening balance |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Closing balance |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

1. **Back-up Plan**

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| Look at the business plan and isolate areas where something could go wrong (e.g. new competitors in the market.) Consider a range of what-if scenarios, how you will tackle them and why you feel this is a realistic plan. |