

Writing a Business Plan

A good Business Plan can turn a brilliant idea into reality

Who are you?

Mission/Logo/Slogan

What do you do?

Description of business

Where do you do it?

Your Consumers, Market, Competitors

How do you do it?

Marketing, Costs, Pricing policy, Sales targets, Premises, Insurance, Legal Requirements

The Business Plan

Start with a Short Summary

Business Vision (Mission etc)

Description of business

Your Consumers

Your Market

Your Competitors

Cost/Pricing/Sales analysis

Insurance/Legal Requirements

The Marketing Plan