

Business Plan worksheet

Section 1 Business Basics

Your name: _____

Business name: _____

Telephone number: _____

Email address: _____ Website: _____

Description of the Business

What are you going to sell? (product or services)

Section 2 Identifying the Need

What is the need that you have identified?

Is this a gap in the market – or are you selling a product or service that already exists?

Who are your customers? How do you know who they are?

Who are your allies? How can they help you?

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Who are your competitors?

*If they sell a product or service similar to your own – how much are they charging/
Where are they located?*

Section 3 Success Factors

Describe your typical customer

What leads them to buy the product or service you are selling?

Why will your customers use your business rather than go somewhere else?

What is your unique selling point?

*How will you make sure your business will be profitable? (consider your pricing strategy
against your business costs).*

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Section 4 Marketing your Business

How do your customers usually find out about the product or service you are selling?

If the product or service is entirely new – how will they recognise it is something they or the community need?

How are you going to market your business?

How much will it cost?

Section 5 Your Business Aims

Using the information in sections 1 – 3, describe your business aims.

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Section 6 The Economy for the Common Good

In what way will your business support the community? What impact will it have upon the community?

Section 7 Logistics, Cost and Income

How will you produce the goods you are selling?

Suppliers

Reasons for choosing supplier

Payment methods and terms

How will your customers receive goods?



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Section 8 Internal Organisation

Business costs

Organisational structure (Staff)

Rent or purchase of premises

Equipment

Transport

Insurance

Personal costs (how much money do you need to survive?)

Pricing strategy
Cost per unit
Price per unit
Profit



READY TO GO