



Foundation
East

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Business Plan Template

Please complete if you have no business plan. This form can only be used for loans up to £5,000. Please include additional sheets if there is insufficient space.

Business Name

Address

..... Post Code

New Business (less than 18 months old) Yes No

If existing business, how long has it been trading? years months

Please describe your business (*for example, I am starting a new business selling jewellery or I am buying a shop selling sweets in Ipswich*)

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.....

What type of business is it?
(*For example, sole trader, limited company or partnership*)

.....

What is your goal for your business – short and long term?

At the end of this year my targets for this business are:

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.....
.....

In five years time my targets for this business are:

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.....
.....

My product or service is:

(Give a full description of the product or service that your business will be supplying)

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.....

The unique selling point of my business is:

(What is it about your business that will attract customers and ensure they stay loyal to you?)

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.....

The price of my product or service will be:

(What will be your charging and pricing policy and how has this been arrived at? How does this compare to your competitors?)

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Market Research

What market research have I carried out?

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What I have learnt from my market research:

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The types of customers I expect will buy my product or my service are:
(for example, if you are opening a hat shop you might put women living or working within five miles of Newmarket town centre)

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.....

Advertising my Business:

I will reach my potential customers by: *(for example, you might advertise in a local glossy magazine. Include any particular events you are planning to attend)*

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.....

Competitors

I have listed who my main competitors will be and their strengths and weaknesses

Competitor	Strengths	Weaknesses
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.....
.....

Key People to my Business

(List the key people who are going to be involved with your business and what their skills are)

Key person	Role within the business	Relevant skills
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.....
.....
.....

Skill Gaps in my Business

(What skills do you think your business will be missing and what can be done about it? e.g. If you need Health & Safety Training knowledge you may need to arrange a training course)

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.....

Key Suppliers

Supplier	I chose them because	Credit terms offered	Alternative supplier if necessary
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.....

Premises & Equipment

I will be working from

(Give details of the lease or rent, how much you will be paying and if you will need to redecorate, etc.)

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.....

The equipment I will need:

(Include items you already own and those you will need to purchase)

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The set-up costs of the business are:

What I need to buy	Cost
.....
.....
.....
.....
Total	

I am going to finance these costs by:

(List who you are raising funds from to buy the above items and what savings, if any, you are putting towards starting your business)

Source of Funds	Amount	Repayment Terms (If any)
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.....
.....
.....

Summary of Your Business Plan

(Give details not included elsewhere)

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Please complete the cash flow forecast

Please enclose an up-to-date cv