

This is a template for the layout of a typical business plan constructed by Junction42 Ltd.

The document is for guidance only, as every business proposition is different and will require variation appropriate to its circumstances. For further information please contact Junction42 Ltd by email on contact@junction42.com or visit our website www.junction42.com

Basic business plan headings:

1. Logo & contact details:

2. Executive summary – max two pages.

3. Background to the proposal:
 - Where the idea came from.
 - Why it's a good idea.
 - How will it make money?
 - Relevant background info.
 - Future potential.

4. Management background information:
 - Management team & experience.
 - Academic & Professional qualifications.
 - Business networks and contacts.

5. Description of the business:
 - Structure.
 - Products and services provided.
 - Operational activities.
 - Suppliers and distributors.
 - Assets.
 - Core competencies.
 - Staff and skills.
 - Current finance.
 - SWOT.

6. Business objectives:

- Set-up (0 – 6months).
- Development (6 – 18 months).
- Medium-term.
- Long-term.
- Key performance indicators.

7. Marketing:

7.1. Situational analysis:

- Market.
- Customers.
- Competitors.
- PESTLE.
- SWOT.
- GAP analysis.

7.2. Objectives:

- Segmentation
- Targeting.
- Market positioning
- Market differentiation.
- Brand building.
- Competitive advantage.

7.3. Tactics:

- Personal selling – networking.
- Advertising.
- Direct marketing.
- Sales promotion.
- Processes.
- Physical evidence.
- CRM.

8. Financial information:

- Financial summary.
- Initial set-up costs.
- Existing funding sources.
- Grants and finance required.
- Cash flow forecast - year 1.
- Cash flow forecast - year 2.
- Profit and loss forecast - year 1.
- Profit and loss forecast – year 2.

9. Control and management:

- Property and equipment needed.
- Budgets.
- Gantt Chart of activities and scheduling.
- Balanced score-card

10. References and supporting letters of intent.