

# Business plan guidance notes

Please note that the below sections are listed as a guide to support the completion of your business plan. Each business plan will differ and will have additional sections depending on their model.



## INTRODUCTION

In this section, give a profile of your organisation. Answer questions such as where you are located, when you were formed, what your legal entity is and most importantly what you do.

Also discuss the stage and the objectives of the organisation: what successes have already achieved? And what goals have been set?

## COMPANY VALUES

In this section, please provide a mission statement, if applicable. Also give an overview of the management team, structure, board members and brief biographies.

This section of the business plan will help detail who the key company personnel are and describe how they intend to execute the business model, set in the objectives.

Also, please describe the distinct advantages your company has in any areas you can think of, for example:

- ▶ Operations / service delivery
- ▶ Market dominance
- ▶ Employee capabilities/experience
- ▶ Technology
- ▶ Other crucial areas

## MARKETING PLAN

In this section, describe your products and/or services, your desired brand positioning and target market. Please detail the market research that has been carried out, what trends have been identified and strategic goals to deliver the outcomes.

Importantly, you will also detail your promotions plan, detailing how you intend to promote the organisation and connect with customers (e.g., social media, adverts, networking, etc.).

Please note that in this section any market research will have to be referenced.

## **S.W.O.T ANALYSIS**

In this section, provide details the strengths, weaknesses, opportunities, and threats of the organisation. A good way of understanding these is to do a good Competitive Analysis. This will help you identify your competitors and compare key strengths and weaknesses.

## **CURRENT FINANCIAL POSITION AND FINANCIAL PROJECTIONS**

In this section, please detail the ways in which your company generates revenues. And highlight the key assumptions which govern your financial projections.

Identify how much money you need to start and/or run your business, and the primary uses of these funds.

Finally, include a cash flow forecast, last two years accounts (Profit and Loss and Balance Sheet), latest Management Information and, if applicable latest 3 months bank statements.

## **RISKS**

Please provide a description of the risks that are associated with the organisation and how you plan to overcome these. Risks will differ and depend on the current business model.

## **INVESTMENT PROPOSAL**

In this section, please provide a detailed description of the activities and benefits of the investment, how it will support the organisation and who it will benefit. Also please provide any estimates or quotes required for costs, and consider how you will monitor spending and review the progress.

## **SOCIAL IMPACT**

Social impact is the effect an organisation's actions have on the well-being of the community.

In this section, Please give specific details and numbers of what you intend to achieve to drive social impact, upon obtaining the investment. If you are currently creating a Social impact then please detail how this is being monitored and reported. If you are not currently delivering a social impact, please detail how you intend to monitor this moving forward.