

Business plan

Business name and address:

Proprietor's name and address:

Business form:

Business activity:

Aims:

Objectives:

Market size and growth:

Competitors:

Names

Strengths

Weaknesses

Your business:

Strengths

Weaknesses

Competitive advantages:

Proposed customers:

Advertising and promotions strategy:

Pricing strategy:

Premises:

Equipment:

Key people and job functions:

Background details of key people:

Financial highlights

12 months to:

Turnover:

Profit:

Break-even:

Funding requirement:

Source of funds:

Forecast profit and loss account

Business:

Period:

| | | | |
|--|--------------------------------|---|-----|
| Sales: | | £ | (A) |
| Less direct (variable) costs: | | | |
| materials | £ | | |
| direct wages | £ | | |
| other | £ | | |
| Total direct (variable) costs: | | £ | |
| Gross profit/contribution: | | £ | (B) |
| Fixed costs (overheads): | | | |
| wages/salaries (including taxes) | £ | | |
| rent | £ | | |
| heat/light/power | £ | | |
| advertising | £ | | |
| insurance | £ | | |
| transport/travel | £ | | |
| telephone | £ | | |
| stationery/postage | £ | | |
| repairs/renewals | £ | | |
| depreciation | £ | | |
| local taxes | £ | | |
| other | £ | | |
| other _____ | £ | | |
| Total fixed costs | | £ | (C) |
| Net profit | | £ | |
| Less drawings or dividends | | £ | |
| Profit retained in the business | | £ | |
| Break-even point | $= \frac{(C) \times (A)}{(B)}$ | | |

