

DIT/ BOLTON TRUST STUDENT ENTERPRISE COMPETITION

Business Plan Template

You may want to tailor your plan to the specific business category you wish to target but this should serve as a general guide.

Executive Summary	<p>Elevator pitch; a short summary used to quickly and simply define a product, service, or organization and its value proposition. You should be able to pitch your company/idea in a concise way that gives an overview of your proposal.</p> <p>Average reading time for 1st read is 30 seconds and should not exceed 2 minutes</p> <p>Key highlights to main body of plan</p> <p>Maximum of two pages</p> <p>The Executive Summary is about selling your plan and should be able to be read separately from the main report. It is your initial point of contact with decision makers and is a very important part of any business plan.</p>
--------------------------	--

Promoters / Management	<p>This is the start of the main body of your plan and should begin with a company summary to establish who and what your business is about;</p> <ul style="list-style-type: none">➤ Introduction➤ Background to business idea➤ Business objectives➤ Founders (relevant experience)➤ Ownership➤ Legal structure➤ Organisational structure➤ Key personnel / employee levels➤ Roles and responsibilities➤ Key advisors➤ Mission Statement - The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making. It provides the framework or context within which the company's strategies are formulated. Usually only a line or two to outline who is your target customer, what product or service do you provide to that client and what makes your product or service unique, so that the client would choose you?
-------------------------------	--

Product/ Service			
Core Product:	Services:	Intangibles:	Intellectual Property:
Function Features Packaging Design	Sales service Delivery Availability Advice Finance Guarantees / warranties Add-ons	Brand name Corporate image Reputation Value perceptions Quality perceptions	Trade marks Copyrights Patents Registered design Licensing

Marketing	
Target Market	<p>A well-defined target market is the first element to a marketing strategy.</p> <p>Market information:</p> <ul style="list-style-type: none"> ➤ <i>Size of the market</i> ➤ <i>Recent trends</i> ➤ <i>Key environmental factors</i> ➤ <i>Critical success factors</i> <p>Profile key competitors:</p> <ul style="list-style-type: none"> ➤ <i>Strengths / weaknesses</i> ➤ <i>Unique Selling Point</i> ➤ <i>Turnover</i> ➤ <i>Employees</i> ➤ <i>Pricing</i> <p>Profile customer segments</p> <p>Detail your market research</p> <p>Profile target market (particularly first customers)</p> <p>What is your UNIQUE Selling Point (USP)?</p>
Price	<p>Cost plus margin</p> <p>Demand</p> <p>Discounts</p> <p>Payment terms</p> <p>Lifetime benefits</p> <p>Pricing Strategies;</p> <ul style="list-style-type: none"> ➤ <i>Mark-Up Pricing</i> ➤ <i>Target Return Pricing</i> ➤ <i>Perceived Value Pricing</i> ➤ <i>Value Pricing</i> ➤ <i>Going Rate Pricing</i> ➤ <i>Sealed Bid Pricing</i> ➤ <i>Psychological Pricing</i> ➤ <i>Promotional Pricing</i>

Marketing....contd	
Promotion	<p>Central message / theme (key objective)</p> <p>Branding yourself and your service</p> <p>Reputation</p> <p>Publicity</p> <p>Advertising</p> <p>Promotions</p> <p>Direct marketing</p> <p>One-to-one selling</p> <p>Telemarketing / internet</p> <p>Trade fairs / exhibitions</p> <p>TV / Radio / Newspapers / Magazines / Directories / yearbooks</p> <p>Cinema</p> <p>Outdoor media</p> <p>Brochures/ literature/ websites/ business cards</p>
Price	<p>Cost plus margin</p> <p>Demand</p> <p>Discounts</p> <p>Payment terms</p> <p>Lifetime benefits</p> <p>Pricing Strategies</p> <ul style="list-style-type: none"> ➤ <i>Mark-Up Pricing</i> ➤ <i>Target Return Pricing</i> ➤ <i>Perceived Value Pricing</i> ➤ <i>Value Pricing</i> ➤ <i>Going Rate Pricing</i> ➤ <i>Sealed Bid Pricing</i> ➤ <i>Psychological Pricing</i> ➤ <i>Promotional Pricing</i>
Distribution	<p>Customer requirements</p> <p>Organisational resources</p> <p>Channel intermediaries:</p> <ul style="list-style-type: none"> ➤ <i>Agent</i> ➤ <i>Distributor</i> ➤ <i>Wholesaler</i> ➤ <i>Retailer</i> <p>Physical Distribution:</p> <ul style="list-style-type: none"> ➤ <i>Packaging</i> ➤ <i>Stock-holding</i> ➤ <i>Transportation</i> <p>Push / Pull methods</p> <p>Office versus service location</p> <p>Accessibility of product / service</p> <p>Physical surroundings</p> <p>Competitors' strategies</p>

Operations	Geographical Location Office hours Facilities Outsourcing vs. in-house Regulatory Issues Manufacturing process Operating Cycle Operations layout	Machine requirements Use of technology Changes in product mix Labour flexibility Quality assurance Labour skills / training Health and safety procedures Order processing	Production planning Suppliers Quality of materials / components Stock control Materials handling Research and development
Finance	Capital requirements - Founders equity - Investor equity - Debt finance - Grant aid Key ratios / sensitivity analysis	Expected Gross and Operating Margins Profit potential Fixed and variable costs Months to breakeven Months to Cash Flow Positive	P&L a/c highlights Balance Sheet highlights Cash Flow highlights
	Investors : How much money do you want? - Equity stake / ownership - Expected return on investment - Timing - Exit strategy - Profitability - Business liquidity/venture feasibility - Uncontrollable risk protection	Lenders: - Security - Ability to repay loan - Collateral - Schedule of payments - Owners' equity - Credit history	

Appendices	Financial Accounts (3 years) P&L a/cs Balance Sheet Cash Flow CVs Technical drawings Operation layout	Key Considerations	Quality surpasses quantity Executive summary is critical First impressions are important Be realistic /specific/ accurate and brief Use positive language Good layout Clear focus SWOT analysis
-------------------	---	---------------------------	--

Failings	Bad financials Poorly defined target market Poorly presented / Spelling / grammatical mistakes	Over emphasis on presenter's qualifications Too optimistic / Underestimate risk	Page numbering Use of jargon Cross referencing Too many pages Sell too hard
-----------------	---	---	---